PRSMS
Internet User Manual

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1 HOW TO USE YOUR PRSMS

Congratulations on the purchase of your PRSMS. It is a very versatile marketing tool and you can use it to generate lots of potential clients for your business. It is then up to you to convert these potential clients into real clients for your business. You can also use your PRSMS purely to generate an income by receiving SMSs, such as in fundraising applications.

a. EXPANDING YOUR BUSINESS BY CREATING MORE POTENTIAL CLIENTS

You can expand your business by using your PRSMS in a **competition**, to send out **business cards** or by **reselling** PRSMS.

i. Competitions

If you have a business, chances are good that you are advertising your products or services somewhere. If your potential clients are interested, they may contact you immediately or most likely will save this information somewhere until they have the time to contact you, which might be some time into the future.

You can now use your PRSMS to **create a competition** using this very same product or service as a prize and add it to your current advertisement. People always have their cellphones with them and they always like to win something or get something for free. People that are remotely interested in the product or service that you offer, will then most likely send and SMS to your PRSMS to subscribe to your competition. By doing so, these people interact immediately with your advertisement and in so doing reveal their cellphone numbers to you and become your potential clients. A record of all these incoming SMSs can be found in the SMS HISTORY of your PRSMS portfolio on our website that can only be seen by you. Optionally, you can have our server send you a notification email upon every incoming SMS containing the sender's cellphone number and the message.

After you have selected a winner, you can contact the potential clients that did not win and offer the same product or service at a discount to them. You will then get a significant percentage of these potential clients to buy your product or service just because you talked to them. Your PRSMS therefore gave you the opportunity to talk to a number of people about your product or service. You therefore do not have to wait for potential clients to contact you. You can contact them. By repeating your competition on a weekly or monthly basis, you can create several hundred to several thousand potential clients for your business and take them away from your competition, without spending more on your advertisements. You have therefore used your PRSMS to extract more value out of your current advertisements at a small extra cost.

The income on the incoming SMSs goes towards paying for your PRSMS and your advertisement campaigns and in many cases can even pay for the prize as well. It is not always necessary to endeavor getting the prize paid as well out of the incoming SMSs because the business you get from converting potential clients into real clients usually more than pays for the prize that you set up.

ii. Business cards

For every incoming SMS to your PRSMS, we give you one free reply SMS to your client. This reply message can also be an **electronic business card**. A lot of businesses rely on drive by traffic to create potential clients. Such businesses advertise their details on the side of their vehicles or on posters or glass windows on their premises. You can advertise your PRSMS here because it is short and easy to remember and if people send an SMS to your PRSMS, an electronic business card is returned to their cellphones that they can permanently save into their telephone books. They then have a permanent record of your business details to contact you back later. You can optionally set up your PRSMS to send you a notification email with these clients' details and you do not have to wait for them to contact you. You can contact them first before they reach your competition.

Remember, by sending out electronic business cards, you get your business details saved into your potential client's telephone book on his or her cellphone. This also makes it easier for them to refer your business card details to their friends and business colleagues by just sending it from their cellphones because it is already in the correct format.

iii. Reselling PRSMS

If you have a business that supplies a product or a service to other businesses, chances are good that if they also make use of a PRSMS it will increase your turnover. We give you R400 (per year) on every PRSMS that you **resell**. Contact us for the Reselling Training Manual if you are serious about reselling PRSMS.

If you do not want to do the reselling but you want to increase your business turnover by getting your clients to use a PRSMS, then you can refer your contacts to our dealerships and their trained resellers to do the selling for you. You will then receive R100 (per year) on every sales reference and you get the benefit of an increased turnover by having your clients also use a PRSMS.

b. THINGS THAT YOU CAN DO WITH YOUR PRSMS

We have developed several applications that make it possible for a wide range of businesses to use our PRSMS. Every application allows you to manipulate the reply SMS that goes back to the client upon receiving an SMS from that client. Below is a summary of these applications but you can review them in more detail later in this manual.

i. Standard SMS

A standard SMS can be sent as a reply message to every incoming SMS. This is usually used as a feedback mechanism by saying thank you to the client such as when a donation is received or a competition entry is received.

ii. Dedicated function

If a user requires a specific function that cannot be reused by other users, PayPROFIT will develop this function at no extra charge, for example to return a random number as a password (such as when sending PP to 35010) or to update a database for SMS advertisements on a user's website by updating the cellphone number and the message (which forms the online advertisement).

You can send your request for a specific development to be done and we as a service provider will add the function ID as well as a description of the function to your PRSMS setup.

iii. Relay to webpage

The SMS that is sent by the user is received by the cellular network and passed to our server that we then pass directly to a user's webpage so that the user can perform his own processing on his own databases and returns a reply message that we then send to the sender of the SMS. A user can then design any function himself if he does not require PayPROFIT to develop it for him. This is usually very handy when you do not want to reveal your business contacts or database contents to PayPROFIT but still need certain functionality.

iv. Daily responses

An SMS reply message is set up for every day and is only valid for that day. This database is used by the user to maintain all his future messages to be used as reply messages. This option can be used by users that wish to set up a PRSMS to reply with a thought of the day, a bible verse of the day or even horse racing tips that is only valid for a specific day.

v. Verified numbers

A specified number of random numbers is generated that the user can then print on small cards, insert it into a product such as snacks and then have the buyer of the snacks SMS this number to his PRSMS number to enter a competition. The PayPROFIT server will then check whether this is a valid number and reply then either with a success message or fail message that is set up by the user. You can also type in the barcode numbers of certain products that customers must buy and then have them send this number to your PRSMS for verification. This mechanism is used by users that want to force their customers to buy a product before it is possible to enter a competition. A prepaid airtime voucher can be optionally sent back to the sender as an initial prize before the main draw.

vi. WAP link

A user can use this option to have the sender pay for photographs, videos, ring tones etc. by sending a WAP link to the sender. The sender will then just click on the link in the SMS to start the download of the product. The user can specify the file by uploading it to the PayPROFIT server after browsing for it on the local hard disk and then clicking the Upload button or he can specify the location of the file on his own webserver by just typing in the WAP link.

vii. Business card

A user can have his name, company details and cellphone etc. be sent as a reply message in such a way that it arrives at the sender's cellphone as a business card that can then be saved into the sender's contact list for permanent storage.

viii. Fundraiser with pledged amount

A user can raise funds for a cause by having a sender optionally send a pledge amount in the SMS. The user can set up 2 types of reply messages namely, one reply message if no pledge was received (such as a thank you message) and a reply message if a pledge was received (to send the banking details of the user to the sender so that the sender can pay the pledged amount into the bank account of the user. This application is used by schools, clubs, charities and other fundraising organizations.

ix. SMS counter

The user can set up a message that includes the count of the current SMS received for a specific campaign. The user can also set up the maximum number of SMS's that can be received before the count resets to zero. The user can also select whether the campaign is repeatable or only running once.

This function can be used for a competition where the nth number of SMS's received is the winning SMS. This has the effect that clients must send

another SMS to determine his position in the queue. The closer the count gets to the maximum count causes a drastic increase in traffic. This mechanism generates a lot more traffic than is usually the case.

c. TYPES OF BUSINESSES THAT USE OUR PRSMS

i. Charity or fundraising organizations

To do fundraising, any person can donate money to an organization by sending an SMS to their PRSMS. The only difference between using a PRSMS as a fundraiser and using it as a competition, is that in a competition a prize is given away.

We have added a **pledging mechanism** to a PRSMS that is used as a fundraiser so that people can donate money to the organization by sending a money value in the SMS. Upon receiving a money value in the SMS, our server will send a reply message to the sender that has the banking details of the organization and the sender can then go and deposit the amount he or she pledged in the SMS. The organization has an administration facility on our website where all the pledges can be followed up with the various donors.

We have also developed a **big screen display** facility that can be used at fundraisers to psyche up a crowd of donors. The current value of the pledged total is displayed in realtime on a large plasma display that is connected to a laptop or PC with an Internet connection (3G or similar). This has the effect of creating extra excitement amongst the crowd of donors because everyone wants to have an effect on the pledged amount on the display and then adds their pledge by sending an SMS. A lot more funds can be raised in a short amount of time by using this tool.

ii. Schools

Schools use PRSMS mainly for fundraising purposes as decribed in the first section.

Schools can also use a PRSMS to automate mundane administrative tasks such as providing information about sport events on Saturdays or during the week to parents. The school can set up several subkeywords to distinguish between the rugby first team match and the netball second team match on a Saturday etc.

iii. Clubs

Clubs mainly use a PRSMS for fundraising purposes as described in the first section.

iv. Suppliers

Businesses that supply products or services to other businesses use PRSMS in a competition application with a product or service as the prize to filter out their potential clients from amongst everyone else out there.

They also resell PRSMS to their clients which causes their clients' turnover to increase which in turn increases their own turnovers.

v. Security products

Businesses specializing in security products use the competition application to create potential customers.

vi. Personnel recruitment

Personnel recruitment agencies usually make their income from the businesses where they place their recruits. They usually do not make any income from their recruits.

Personnel recruitment agencies therefore set up a competition where a business can win recruitment placement services of a certain value. Interested businesses will send an SMS and after selecting a winner the recruitment agency will follow up all the potential businesses that could make use of their services.

vii. Beauty products

Businesses supplying beauty products usually make up a gift pack of a selection of products and offer it as a prize in a competition. After announcing the winner they contact all their potential clients who sent SMSs and sell these gift packs at a discount or they sell the individual products separately.

Depending how they set up their advertisement campaigns, they can either get lots of customers from the public domain or they can get lots of agents reselling their products.

viii. WEB designers

Web designers sell a service where they design websites for businesses. They set up a competition where someone can win a website designed by them for free. After a winner is announced, the remainder of the potential clients is contacted and converted to business.

Web designers also resell PRSMS in order to gain clients because PRSMS sell so fast. They then sell their services to these businesses.

ix. ISPs

Internet service providers sell web hosting and email services amongst other services to businesses and people. They use the competition application to set up their services as a prize and then contact all the potential customers acquired.

They also resell PRSMS to their clients as an extra Internet service.

x. Real estate agencies

Real estate agencies create a subkeyword for every listing they have on their books. They then set up every subkeyword with a reply message that describes that specific property with the relevant contact details of the agent.

They then advertise their PRSMS on their FOR SALE boards located in front of their properties for sale. Potential buyers then SMS their keyword and the relevant subkeyword to their PRSMS and receive information about the relevant property of interest.

The estate agency then receives an email with the SMS details and they can then contact all the potential buyers gained in this way. The potential buyers' information can also be found in the database of the PRSMS portfolio under SMS HISTORY.

The process of acquiring potential buyers actually pays for the PRSMS.

xi. Service stations

Service stations have lots of drive-by traffic and do not need to advertise in any media specifically. They can advertise their PRSMS on site.

A quad bike can for instance be displayed on a podium and a banner can be used to advertise the competition to win the quad bike.

Service stations always have shops to supplement their incomes. The clientele in the shop can be increased by setting up a competition where a customer must SMS the cashier slip number to the PRSMS of the service station. A customer is therefore forced to visit the shop, purchase something and use the slip number in the SMS to the PRSMS. When choosing a winner, the owner can check if the slip number that was sent is valid by referring to the data in his back office server.

xii. Network marketing businesses

Network marketing businesses usually functions by having someone in your downline purchase a starter pack with which to start the business. This person must then also get someone to purchase a starter pack to start his business.

Any person can therefore set up a competition where this starter pack is the prize that can be won.

Network marketing businesses also functions strongly on building networks with people. A person can therefore use the PRSMS to send a business card as a reply message to his prospective clients to have his details stored more permanently. This person can then easily forwards the details again to a friend or family member, helping to build the network.

xiii. **Photography studios**

xiv. **Sales representatives**

xv. **Event planners and organizers**

xvi. **Online bidding**

xvii. **Health products and services**

xviii. **Corporate promotional gifts**

xix. **Calendar advertising agencies**

xx. **Wholesale mineral water suppliers**

xxi. **Reiki**

xxii. **Numerology**

d. TECHNICAL BACKGROUND

A PRSMS is the ultimate marketing engine that will generate lots of clients for a business at a very low cost.

A PRSMS is a 5 digit cellphone number such as 35010 to which an SMS is sent by people and they receive a response to it, such as a product's details, a company's business details, a poem, a horoscope, a cellphone ring tone or game, or it can be a competition with a prize. Such an SMS can cost the sender anything from R1.00 to R15.00 and the owner of such a number will receive roughly half of this amount as revenue multiplied by the number of SMS's received.

PRSMS have different price bands and the owner of a PRSMS can choose which one will suit his purposes best. The price bands are R0, which is a standard rate SMS, R1, R1.50, R2, R3, R5, R7.50, R10 and R15. The cellphone networks keep roughly half of this amount for collecting it from their clients and the balance is paid out to PayPROFIT which is then paid out to our client.

PRSMS can be divided into two groups namely **dedicated** PRSMS and **shared keyword** PRSMS.

i. Dedicated PRSMS

With a dedicated PRSMS you are the only user with this PRSMS number. These PRSMS are relatively expensive and require a minimum amount of incoming SMS traffic per month to be kept alive. Any information sent to this type of PRSMS arrives at our server for processing. We can sell a dedicated PRSMS to a client but we focus more on selling the shared keyword type of PRSMS. Contact us if you require a dedicated PRSMS.

ii. Shared keyword PRSMS

Here, a dedicated PRSMS that is owned by us, the service provider, is shared among a large number of businesses that run marketing campaigns concurrently. To distinguish between the various incoming SMS’s of each business, each business needs to choose a keyword so that incoming SMS’s can be sorted to the database of that business.

A business that sells insurance products may choose to have a keyword such as INSURANCE on the R3 price band. Such a business could say in an advertisement “SMS the word INSURANCE to 35010 to have a consultant contact you”. A business that imports and sells tools may have a keyword such as TOOLS on the R1 price band and could say in an advertisement “SMS the word TOOLS to 32010 to win a set of tools”.

As a service provider, we go one step further and allow a business to run multiple marketing campaigns on one single shared keyword PRSMS by

allowing a business to add unlimited subkeywords. For instance, let's assume an estate agency by the name of Just Looking Properties has a FOR SALE board planted in front of a residential property. This agency might have a keyword JLP. This agency might then say on the board "SMS the letters JLP123 to 35010 for details". The first three letters is the keyword and the letters "123" is the subkeyword and is actually the listing number of the property. Each subkeyword can be set up individually and allows a different reply SMS to be sent to the sender and is more or less the same as having another PRSMS.

e. BENEFITS TO A PRSMS USER

We provide the following benefits to our clients that are usually businesses:

i. We supply a user with all the necessary software programming and IT support to own a PRSMS facility.
ii. It is a low cost marketing tool.
iii. A user can extract more value out of his current advertisements without spending more.
iv. A PRSMS generates hundreds to thousands of new clients for a user.
v. There are no monthly fees.
vi. A PRSMS pays for itself within days and generates a profit.
vii. A user can run a competition with one of his products or services as a prize to advertise his business, products or services
viii. A short number is easily remembered by the user's potential clients
ix. Potential clients conveniently receive the business details or product details of the user on their cellphones without having to make a note.
x. A user has a record of all the clients who sent SMS's to his PRSMS so he can contact them back.
xi. A user and his sales personnel receive an email on each incoming SMS with the client's cellphone number and message if required.
xii. A user can use the same PRSMS number for many purposes simultaneously and concurrently.
xiii. A user can use our website to conveniently interact with all his new customers by SMS or email.
xiv. A user can use our SMS services to advertise his products or special offers to all his new customers.
xv. A user can facilitate a voting line to allow his clients to vote on issues before making business decisions.
xvi. A user can gather information from his customers for market research purposes.
xvii. A user can process information requests from his customers on product lines.

xviii. A user gets to send 1 FREE reply SMS to his client to confirm business details, product, entry to competition etc. (not available on the R0 price band)
xix. A user can select his own keyword, such as CAR, HOUSE etc. to fit his purpose.
xx. No minimum volumes on incoming SMS's are required.
xxi. Our servers can handle a large incoming capacity of +-10 SMS's per second.
xxii. We provide our client with a summary per month end of transactions routed through our server.
xxiii. We pay out our client's revenue directly into his bank account.
xxiv. We can set up our client's PRSMS for any application he needs.

f. FAQ – FREQUENTLY ASKED QUESTIONS

i. How does it work?

You must choose a price band for your PRSMS and also a keyword that will describe your business or service. The client will SMS the keyword you have chosen to your PRSMS and the cost of the SMS to the client will be the value of the price band you have chosen.

We set up a PRSMS for you on our website, you advertise it where you normally advertise your business, service or product and you receive SMSs from potential clients. On every incoming SMS a reply SMS is sent back that is set up by you on our website. This reply SMS is free.

The cellphone numbers of all incoming SMSs are stored in a database that can be accessed by you with a password from our website. You can also set up your PRSMS to send an email to you on every incoming SMS. You can use these cellphone numbers to phone back your potential customers or you can send marketing SMSs to them on a regular basis.

You can also see a summary of your profit for the month on our website. At the end of the month you just bill us for the amount we have already calculated, we bill the cellphone networks and when they pay us, we pay you. Below is a table of the amounts that are paid out by the various networks for a specific price band:

Price band	Vodacom	MTN	CellC
0.00	0.00	0.00	0.00
1.00	0.06	0.05	0.08
1.50	0.39	0.27	0.33
2.00	0.72	0.50	0.59
3.00	1.38	0.97	1.11
5.00	2.72	1.89	2.16
7.50	4.39	3.05	3.45
10.00	6.05	4.59	4.76
15.00	9.38	6.51	7.36

ii. How do I get started?

After you have decided to get your own PRSMS, you must fill in the application form and fax and email it back to us after you have made your payment into our bank account. We will then set up your PRSMS within 2 days and inform you by email that it has been activated.

You must then send the letters PP to 35010 to get your password which you will need to set up your PRSMS on our website

You can then go to our website at www.payprofit.co.za and set up your PRSMS. You can set up the return SMS that goes back to every client that sends an SMS and you can set the email address where you want to be notified of an incoming SMS if you want to be notified.

You can also see in real time what your profit is on each incoming SMS, as well as all the incoming SMSs and a list of unique cellphone numbers of clients that have sent SMSs to your PRSMS if you want to phone them back.

iii. How is it administered?

When an SMS is sent to your PRSMS, it arrives at our server for processing. We use the keyword that the client sent in the SMS to determine that this incoming SMS belongs to you. We then sort the cellphone number and message of this incoming SMS in your database that can be viewed by you with a password. We also calculate the profit you receive on this SMS immediately and update your monthly summary.
We then look into how you have set up the reply SMS for your PRSMS and we return this information to the person that has sent the SMS. If you have indicated that you want to be notified by email on every incoming SMS, we also send an email to you immediately with the cellphone number and message of the person that has sent the SMS.

iv. Do you provide any exposure for my business?

Your business or the service that you render will be advertised in our cellphone directory service called PayPROFIT Finder. We have 1.2 million clients that have installed the PayPROFIT Finder application on their cellphones and it is used to locate a business or service in a specific category in a specific area. It is like a pocket directory. This service normally costs between R150 per month and R550 per month and if you acquire your own PRSMS, you will receive this exposure for FREE!. To install PayPROFIT on your cellphone, SMS the letters PPF to 35010 and click or activate the link in the return SMS. The SMS costs R3.

v. How can I advertise my PRSMS?

You must advertise your PRSMS in the same way that you will advertise your products namely in the newspapers, magazines, brochures, radio or television.

You can also advertise on magnetic stickers on the side of your vehicles, do pole ads, posters, display boards or on the glass or wall in front of your business. When people drive past such an advert, your PRSMS is easy to remember. A potential client sends an SMS to your PRSMS and you can reply with a business card or product details.

You can receive an email for every client that sends an SMS and you can contact them back. We also accumulate the cellphone numbers of potential clients in a database which you can access on our website.

You can also send out some marketing SMSs to a number of our 1.2 million clients. This cellphone database does not have demographic information. You must prepay us buy buying a bundle of SMSs as in the table below. We will send out the SMSs for you. We can send SMSs for you at the following rates:

Volume SMSs	Price per SMS
300-1000	R0.34
1001-5000	R0.33
5001-10000	R0.32
10001-50000	R0.31
50001-100000	R0.28
+100001	R0.26

vi. Can I do more than one thing with my PRSMS?

You can set up your PRSMS to perform a number of functions by using subkeywords. You can run multiple competitions simultaneously, send out a business card, send out directions to your premises and many more.

For instance, suppose your PRSMS keyword is JLP on 35010 which is the R3 price band. To receive a business card, you can set up a subkeyword CARD and a client will then send the letters JLP CARD to 35010. To send directions to you office you might set up a subkeyword DIR and a client will then send the letters JLP DIR 35010 to receive directions to your office.

vii. How do I get my payment?

We maintain a summary of your profits on our website where you can view it. Profits are summarised per month.

When a month expires, you bill us for this amount and when we receive payment, we pay your profit directly into your bank account. The networks take 60 days to pay us and we bill them regardless if you bill us. You must send us one invoice per month end and you must include your banking details on your invoice.

viii. How do you know into which bank to pay me out?

You must include your banking details on your invoice that you send to us for payment.

ix. How long do the networks take to pay out?

They take 60 days to pay us from when we invoice them. You will therefore not receive any money during the first 2 months but thereafter you will receive money every month, except it will be 2 months back's invoice.

x. What is the cost to my client?

It is going to cost your client an amount that is equal to the value of the price band of your PRSMS, for instance, if you have a PRSMS on the R3 price band, then it is going to cost your client R3 for every SMS sent to 35010. This amount is then added to the client's cellphone account that is then received by the client's cellphone network.

xi. What does legislation require from me?

This marketing platform is perfectly legal. The law allows any business to create a promotional competition. This means that a business can use one of its products or services as a prize. Only non-profit competitions (fundraising organizations) can use anything for a prize.

xii. Can I send the notification email to more than one destination?

Yes, you can. When you enter the email address for the notification email in the setup section of your PRSMS, just separate the multiple email addresses with a semicolon (;).

xiii. Does the notification email I set up to receive upon every incoming SMS cost anything?

This notification email is free of charge.

xiv. What is the maximum length of the reply SMS?

The maximum length of the reply SMS is 160 characters.

xv. Can an SMS be sent from a prepaid phone to my PRSMS?

Yes it can.

xvi. If I use my cellphone number to log into your website, am I going to receive any SMS traffic on my cellphone?

No, your cellphone number is merely serving as a user identification that is unique. All SMS traffic is processed and recorded on our WEB server and your cellphone will receive no traffic.

xvii. How many subkeywords can I set up?

You can set up an unlimited number of subkeywords.

xviii. Is there anybody else with the same PRSMS number as I have?

If you have purchased a (much more expensive) dedicated PRSMS, this number is unique and you will be the only person with such a number. Chances are that you have purchased a shared PRSMS (at a much lower price than a dedicated PRSMS) and this means that many companies share this number. Only their keywords differentiate between them. In other words, many people might have the same PRSMS number but their keywords will be unique.

xix. Is it possible to have a client send an SMS to my PRSMS once and then a certain amount is deducted from his cellphone account daily or weekly?

This service is known as a subscription service and we currently do not provide this service. This means a person sends an SMS once to your PRSMS, and a daily or weekly service is rendered such as a picture or a ringtone is sent back, and this service is only stopped when the person sends the word STOP to your PRSMS again.

xx. How many letters can I use for the keyword?

You can use a minimum of 3 letters and any maximum although you want to keep it as short as possible. There must be no spaces in your keyword and only characters and numbers can be used.

xxi. How many keywords can I use on my PRSMS?

A PRSMS can only have one keyword on one price band. You can have as many subkeywords as you want on this PRSMS if you want to do more than 1 thing simultaneously. If you want to use your PRSMS for many things choose a keyword that is general enough for all your applications.

xxii. I send an SMS to my PRSMS and receive no reply SMS?

You have probably not set up a reply message. If the reply message is blank, no reply SMS will be sent. Go to your PRSMS on our website and press the Setup button. Add a reply message and press Submit to save it.

2 INTERNET PRSMS MANAGEMENT SYSTEM

A user can manage his entire PRSMS portfolio by using only an Internet browser and going to www.payprofit.co.za .

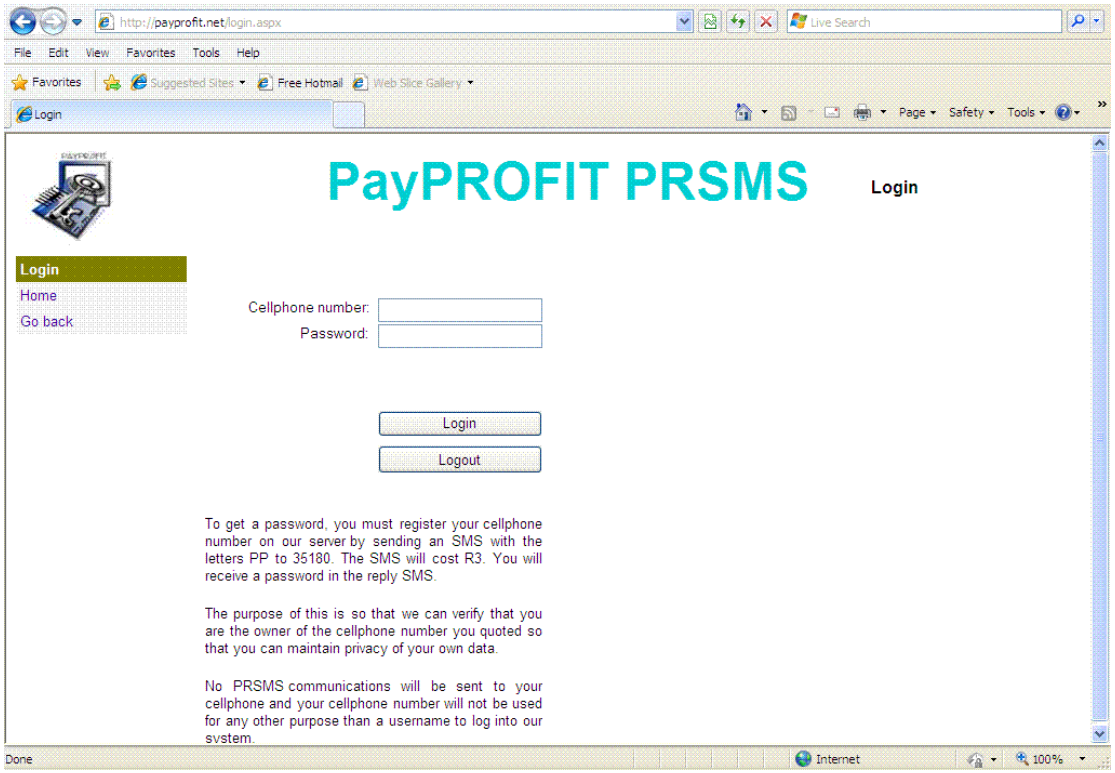
a. MAIN SCREEN

The main screen will look like this:

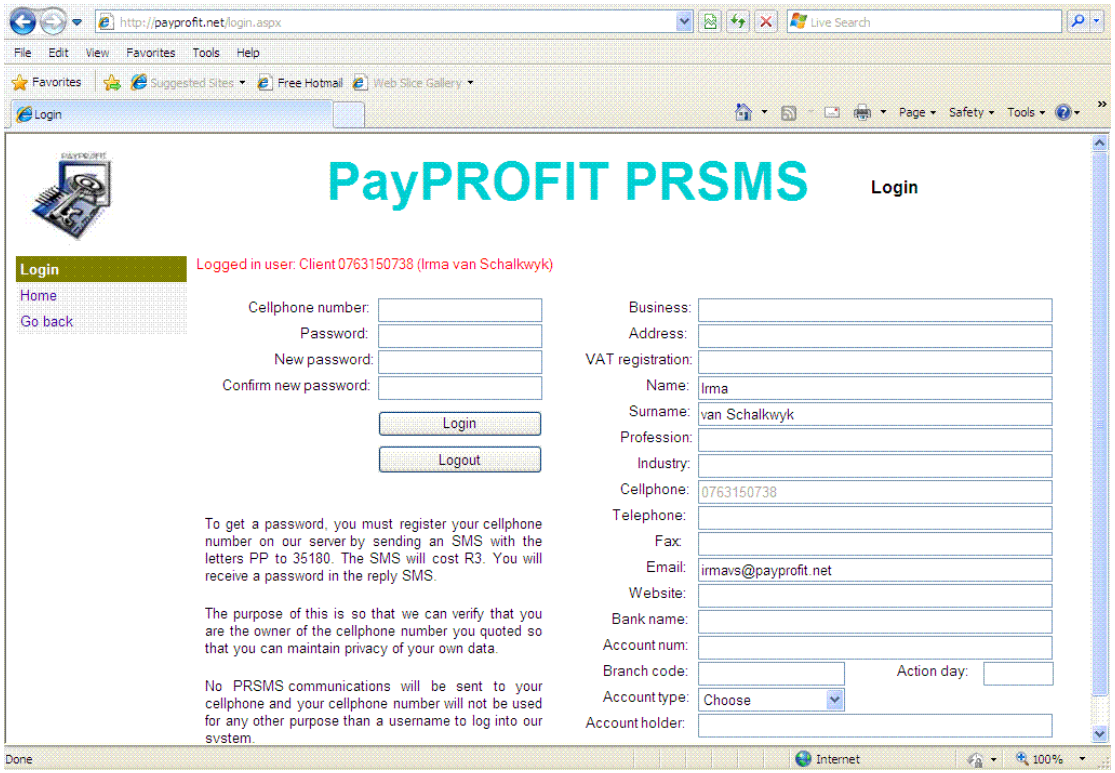
http://payprofit.net/prsms.aspx
File Edit View Favorites Tools Help
PayPROFIT PRSMS
PRSMS
Home
Login
Control panel
Benefits
Implementations
Frequently asked questions
Contact us
PRSMS – the perfect marketing platform...
PRSMS numbers are special numbers, shorter than a full telephone number, which can be used to request information, register an enquiry, running a promotional competition and make a donation to charity. They are used to capture content information displayed on all forms of print advertising, television and radio, on outdoor media, promotional literature, point of sale goods, direct mail and on fleet vehicles. They are designed to be shorter and more memorable than a standard telephone number. They also reply back to the consumer with your message or content within a matter of seconds.
Millions of mobile phones rest in pockets and purses around South Africa. They represent an immediate and convenient opportunity for South African businesses to encourage customers to participate in a promotion, make a micro-payment for goods or services and generate an additional revenue stream like never before using PRSMS.
Generate Revenue...
Generate an income...
Receive an income on every incoming SMS, receive a micro payment for products or services rendered, do fundraising, increase your shop sales or resell PRSMS.
Increase your client base...
Get more customers by running promotional competitions, supplying info to your clients, letting your customers request info or a callback from you or by reselling PRSMS.
Increase reaction on adverts...
Using your PRSMS number...
Run promotional competitions...
Use one of your products or services as a prize. People that enter in your competition reveal themselves as your potential customers. Contact them back and convert them into paying customers. Use any one of our 3 SMS reply engines to set up your promotional competition.
Receive a micro payment for...
ringtones, video clips, pictures, music, poems, advice, thought of the day, horoscopes etc.
Supply info to your clients...
Supply product info, such as the details of a property for sale, business info such as an electronic business card, general info such as school admin info about sport or academic events, or advice like lawyers, therapists, chemists etc. Customers making use of info supplied by you reveal themselves as your potential customers.
Increase your shop sales...
Done
Internet
100%

b. LOGIN

A user can log in by clicking on LOGIN. A user can obtain a password to log into the system by sending an SMS with the letters PP to 35010 from his cellphone. The screen will then look like this:

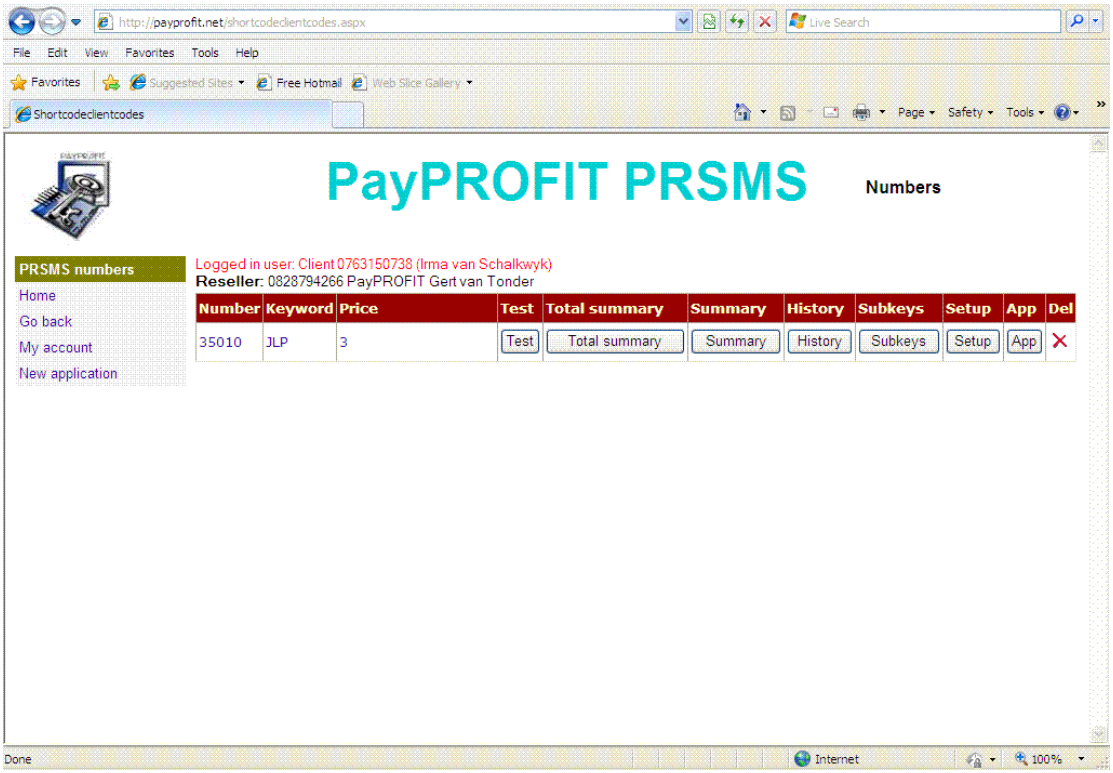

http://payprofit.net/login.aspx
File Edit View Favorites Tools Help
Favorites Suggested Sites Free Hotmail Web Slice Gallery
Login
Page Safety Tools
PayPROFIT PRSMS
Login
Login
Home
Go back
Cellphone number:
Password:
Login
Logout
To get a password, you must register your cellphone number on our server by sending an SMS with the letters PP to 35180. The SMS will cost R3. You will receive a password in the reply SMS.
The purpose of this is so that we can verify that you are the owner of the cellphone number you quoted so that you can maintain privacy of your own data.
No PRSMS communications will be sent to your cellphone and your cellphone number will not be used for any other purpose than a username to log into our system.
Done
Internet
100%

After the user has logged in, he can go back to the login screen to change his user details. The login screen will then look like this:


http://payprofit.net/login.aspx
File Edit View Favorites Tools Help
Favorites Suggested Sites Free Hotmail Web Slice Gallery
Login
Page Safety Tools
PayPROFIT PRSMS
Login
Login
Home
Go back
Logged in user: Client 0763150738 (Irma van Schalkwyk)
Cellphone number:
Password:
New password:
Confirm new password:
Login
Logout
Business:
Address:
VAT registration:
Name: Irma
Surname: van Schalkwyk
Profession:
Industry:
Cellphone: 0763150738
Telephone:
Fax:
Email: irmavs@payprofit.net
Website:
Bank name:
Account num:
Branch code:
Action day:
Account type: Choose
Account holder:
To get a password, you must register your cellphone number on our server by sending an SMS with the letters PP to 35180. The SMS will cost R3. You will receive a password in the reply SMS.
The purpose of this is so that we can verify that you are the owner of the cellphone number you quoted so that you can maintain privacy of your own data.
No PRSMS communications will be sent to your cellphone and your cellphone number will not be used for any other purpose than a username to log into our system.
Done
Internet
100%

c. CONTROL PANEL

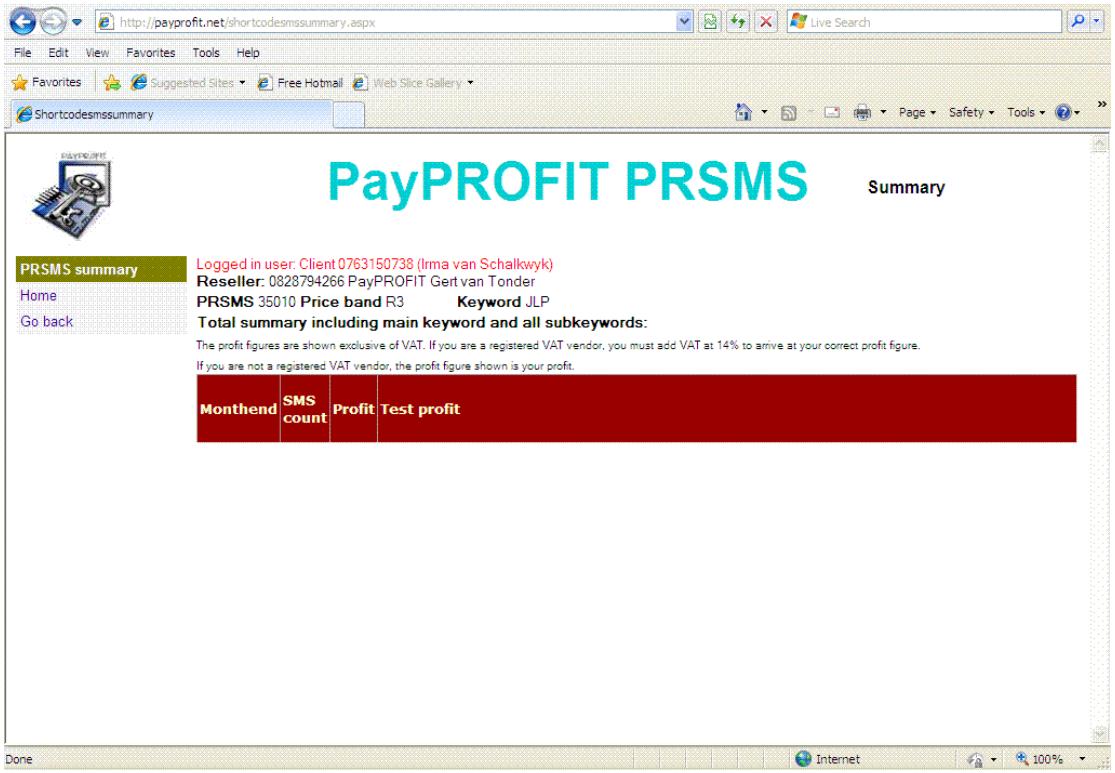
If the user chooses the option CONTROL PANEL all his PRSMS as it is set up by head office can be viewed.


PayPROFIT PRSMS
Numbers
PRSMS numbers
Home
Go back
My account
New application
Logged in user: Client 0763150738 (Irma van Schalkwyk)
Reseller: 0828794266 PayPROFIT Gert van Tonder
Number Keyword Price Test Total summary Summary History Subkeys Setup App Del
35010 JLP 3 Test Total summary Summary History Subkeys Setup App

The user's PRSMS number as well as the keyword and price band is displayed. For every PRSMS there is few management buttons so that the user can view the profit summary, the SMS history, all the subkeywords as well as a setup button to set up the PRSMS.

d. SUMMARY

The summary will display your profits summed up per monthend for the main keyword only. The total summary will display your profits for all the activity on your PRSMS.


http://payprofit.net/shortcodesmssummary.aspx
File Edit View Favorites Tools Help
Favorites
Shortcodesmssummary
PayPROFIT PRSMS
Summary
PRSMS summary
Home
Go back
Logged in user: Client 0763150738 (Irma van Schalkwyk)
Reseller: 0828794266 PayPROFIT Gert van Tonder
PRSMS 35010 Price band R3 Keyword JLP
Total summary including main keyword and all subkeywords:
The profit figures are shown exclusive of VAT. If you are a registered VAT vendor, you must add VAT at 14% to arrive at your correct profit figure.
If you are not a registered VAT vendor, the profit figure shown is your profit.
Monthend
SMS count
Profit
Test profit
Done
Internet
100%

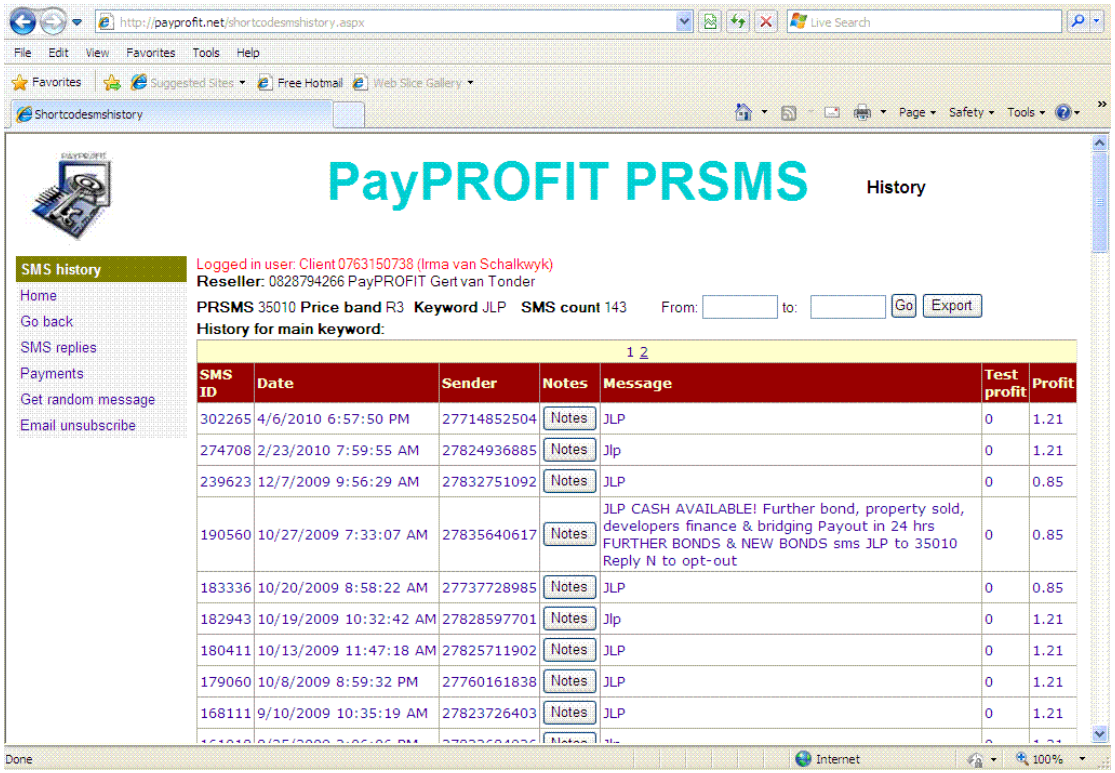
The user will use these financial figures to invoice head office so that these amounts can be paid out to the user by head office. Remember that these profit figures will be paid out within 60 days from the end of the relevant monthend. A user will therefore not receive any money during the first 2 months but thereafter money will be received every month.

So, to receive your money due to you, you must take the profit figure of the total summary and send us one invoice for every month end. You can send your invoice to gert.payprofit@gmail.com .

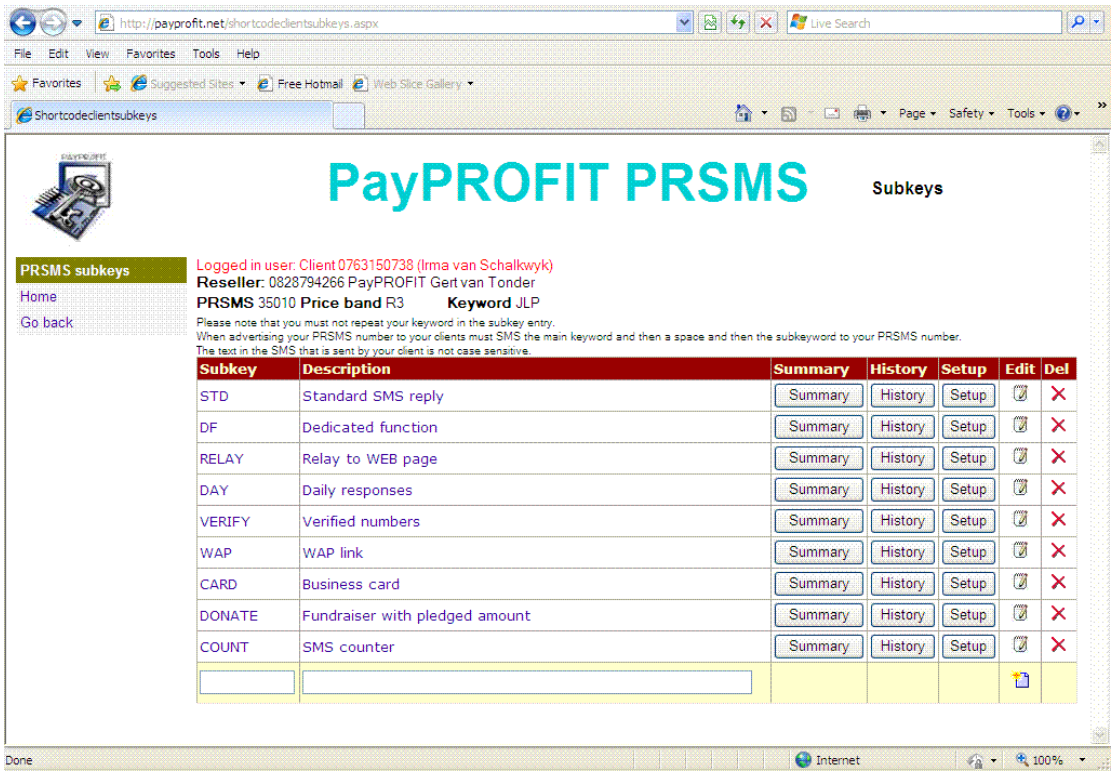
e. HISTORY

A user can see a full history of all the incoming SMS's. The cellphone number as well as the message received is displayed.

Depending on what purpose the PRSMS was set up for, the user might need to phone back the sender of the SMS and the history is perfect for that purpose.


http://payprofit.net/shortcodesmshistory.aspx
Shortcodesmshistory
PayPROFIT PRSMS
History
SMS history
Home
Go back
SMS replies
Payments
Get random message
Email unsubscribe
Logged in user: Client 0763150738 (Irma van Schalkwyk)
Reseller: 0828794266 PayPROFIT Gert van Tonder
PRSMS 35010 Price band R3 Keyword JLP SMS count 143
From: to: Go Export
History for main keyword:
1 2
SMS ID | Date | Sender | Notes | Message | Test profit | Profit
302265 | 4/6/2010 6:57:50 PM | 27714852504 | Notes | JLP | 0 | 1.21
274708 | 2/23/2010 7:59:55 AM | 27824936885 | Notes | Jlp | 0 | 1.21
239623 | 12/7/2009 9:56:29 AM | 27832751092 | Notes | JLP | 0 | 0.85
190560 | 10/27/2009 7:33:07 AM | 27835640617 | Notes | JLP CASH AVAILABLE! Further bond, property sold, developers finance & bridging Payout in 24 hrs FURTHER BONDS & NEW BONDS sms JLP to 35010 Reply N to opt-out | 0 | 0.85
183336 | 10/20/2009 8:58:22 AM | 27737728985 | Notes | JLP | 0 | 0.85
182943 | 10/19/2009 10:32:42 AM | 27828597701 | Notes | Jlp | 0 | 1.21
180411 | 10/13/2009 11:47:18 AM | 27825711902 | Notes | JLP | 0 | 1.21
179060 | 10/8/2009 8:59:32 PM | 27760161838 | Notes | JLP | 0 | 1.21
168111 | 9/10/2009 10:35:19 AM | 27823726403 | Notes | JLP | 0 | 1.21
Done
Internet
100%

f. SUBKEYWORDS


http://payprofit.net/shortcodeclientsubkeys.aspx
Shortcodeclientsubkeys
PayPROFIT PRSMS
Subkeys
PRSMS subkeys
Home
Go back
Logged in user: Client 0763150738 (Irma van Schalkwyk)
Reseller: 0828794266 PayPROFIT Gert van Tonder
PRSMS 35010 Price band R3 Keyword JLP
Please note that you must not repeat your keyword in the subkey entry.
When advertising your PRSMS number to your clients must SMS the main keyword and then a space and then the subkeyword to your PRSMS number.
The text in the SMS that is sent by your client is not case sensitive.
Subkey | Description | Summary | History | Setup | Edit | Del
STD | Standard SMS reply
DF | Dedicated function
RELAY | Relay to WEB page
DAY | Daily responses
VERIFY | Verified numbers
WAP | WAP link
CARD | Business card
DONATE | Fundraiser with pledged amount
COUNT | SMS counter
Done
Internet
100%

The main keyword and price band is fixed for one year but the user can set up many different campaigns and manage them by making use of subkeywords. A client would then SMS the main keyword followed by a space followed by

the subkeyword to make use of a service provided by a specific campaign. Each subkeyword has its own setup and history. The subkeyword setup is exactly the same as for the main keyword.

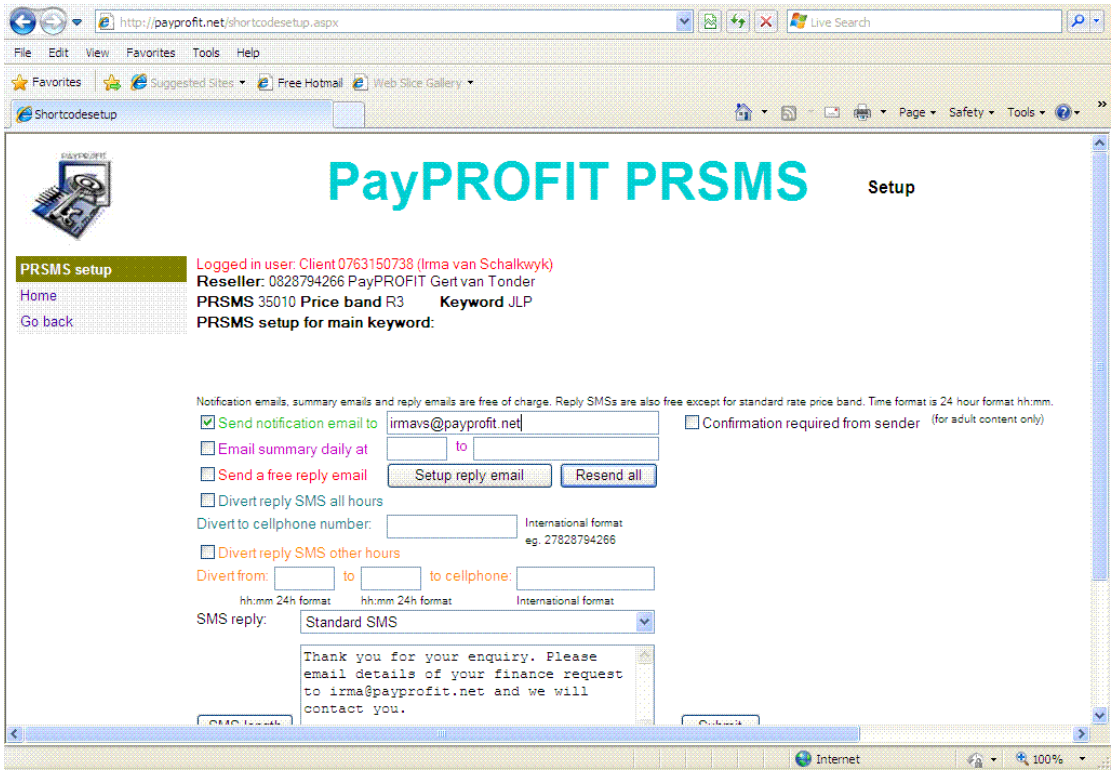
When you set up your subkeyword, do not repeat the main keyword in your subkey because it is already set up. You must only type in the letters that make up the subkeyword. For instance, if your main keyword is JLP and you want to set up a business card as a reply message you might set up a subkeyword CARD and in the setup you will select a businesscard as a reply message. You must then advertise the following: “SMS the text JLP CARD to 35010 to receive a business card (SMS costs R3)”. It is very important to note that there is a space between JLP and CARD.

If for instance you set up a competition where someone can win an IPOD, you might set up a subkeyword IPOD and in the setup you will select a standard SMS as a reply message. You must then advertise the following: “SMS the text JLP IPOD to 35010 to win an Apple IPOD to the value of R5000 (SMS costs R3)”.

Always test your main keyword, and subkeyword if applicable, exactly as you advertised it before you launch your campaign because mistakes will cost you money.

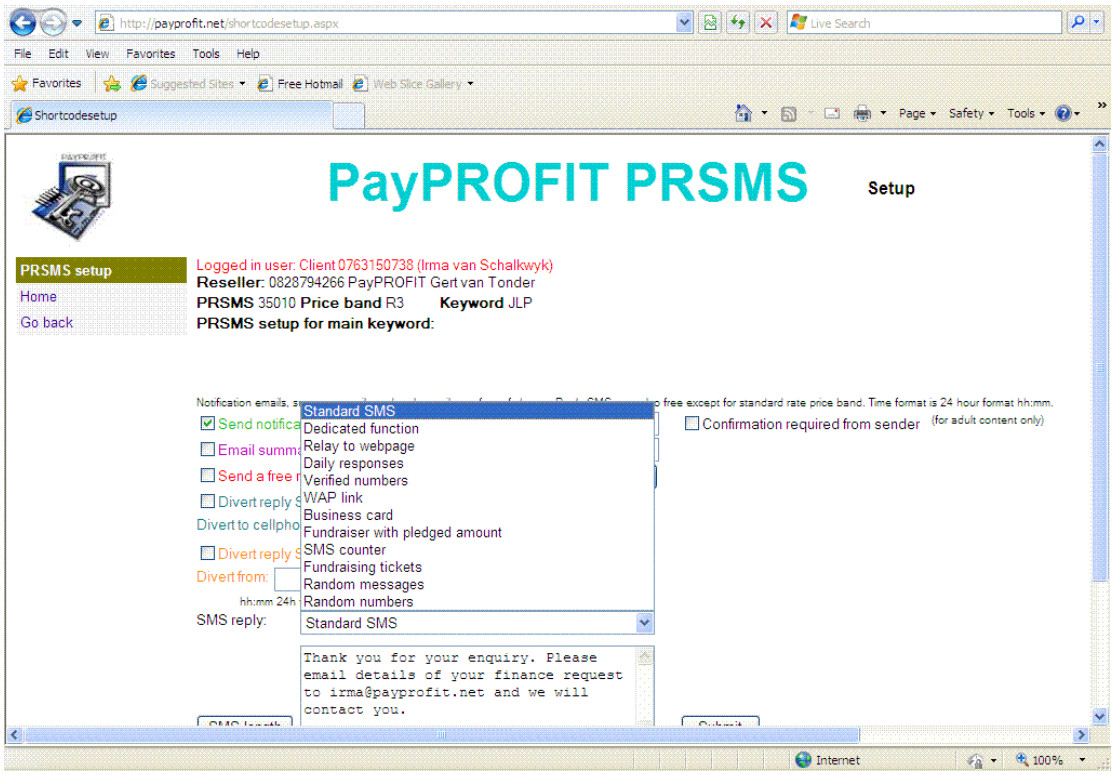
g. SETUP

The user will basically set up the reply message that goes back to the client who sent an SMS. The user can also choose to be notified by email on every incoming SMS. The email would then contain the cellphone number and the message that was sent by the sender. You can use multiple email addresses to receive a notification by separating them with a semicolon (;). The user can also select whether confirmation is required from the sender and this aspect is used only when adult content is sent and our server must verify whether the sender is older than 18 years of age.


PayPROFIT PRSMS
Setup
PRSMS setup
Home
Go back
Logged in user: Client 0763150738 (Irma van Schalkwyk)
Reseller: 0828794266 PayPROFIT Gert van Tonder
PRSMS 35010 Price band R3 Keyword JLP
PRSMS setup for main keyword:
Notification emails, summary emails and reply emails are free of charge. Reply SMSs are also free except for standard rate price band. Time format is 24 hour format hh:mm.
Send notification email to
irmavs@payprofit.net
Confirmation required from sender
(for adult content only)
Email summary daily at
to
Send a free reply email
Setup reply email
Resend all
Divert reply SMS all hours
Divert to cellphone number:
International format
eg. 27828794266
Divert reply SMS other hours
Divert from:
to
to cellphone:
hh:mm 24h format
hh:mm 24h format
International format
SMS reply:
Standard SMS
Thank you for your enquiry. Please email details of your finance request to irma@payprofit.net and we will contact you.

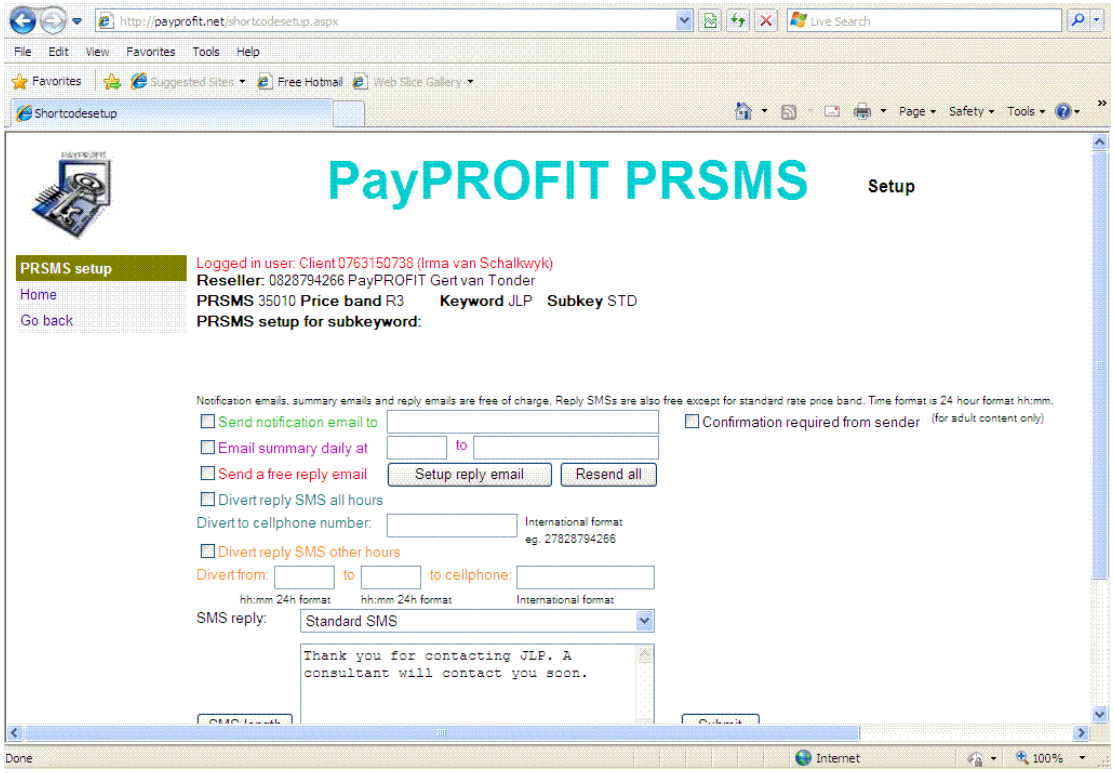
h. SMS REPLY SETUP

The SMS reply can be set up for various purposes. For every incoming SMS we will supply you with a FREE reply SMS to you customer.



i. Standard SMS

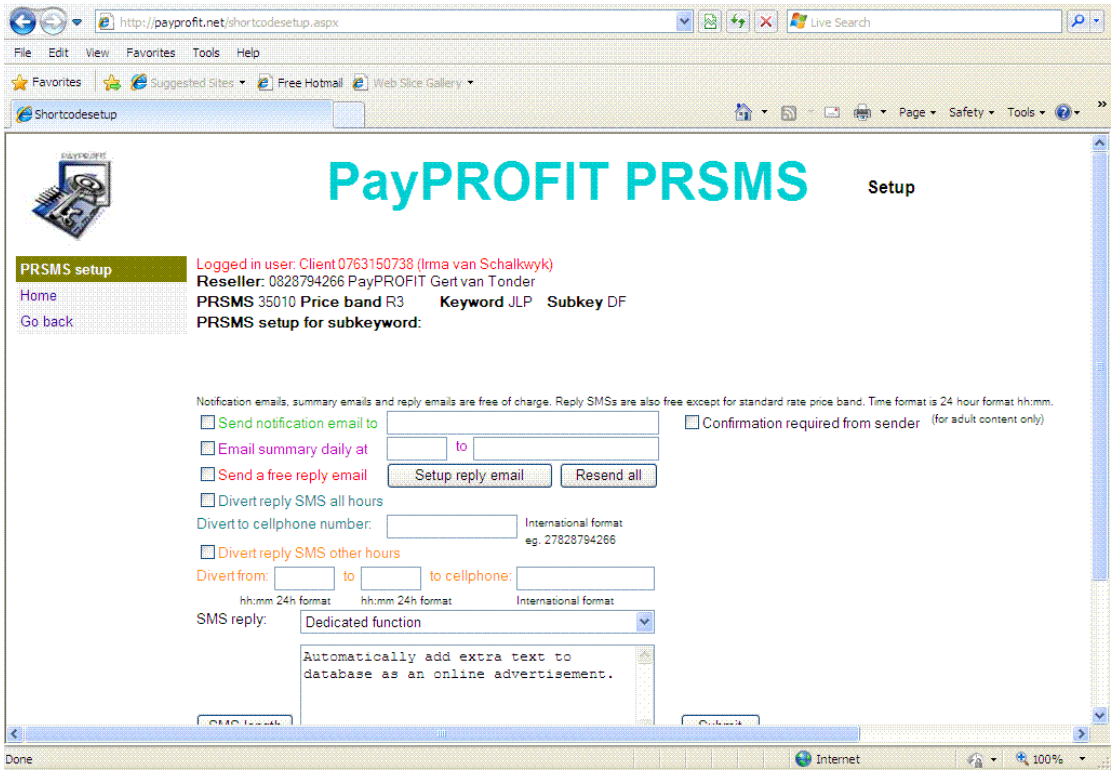
A standard SMS can be sent as a reply message to every incoming SMS. This is usually used as a feedback mechanism by saying thank you to the client such as when a donation is received or a competition entry is received.


PayPROFIT PRSMS
Setup
PRSMS setup
Home
Go back
Logged in user: Client 0763150738 (Irma van Schalkwyk)
Reseller: 0828794266 PayPROFIT Gert van Tonder
PRSMS 35010 Price band R3 Keyword JLP Subkey STD
PRSMS setup for subkeyword:
Notification emails, summary emails and reply emails are free of charge. Reply SMSs are also free except for standard rate price band. Time format is 24 hour format hh:mm.
Send notification email to
Confirmation required from sender
(for adult content only)
Email summary daily at
to
Send a free reply email
Setup reply email
Resend all
Divert reply SMS all hours
Divert to cellphone number:
International format
eg. 27828794266
Divert reply SMS other hours
Divert from:
to
to cellphone:
hh:mm 24h format
hh:mm 24h format
International format
SMS reply:
Standard SMS
Thank you for contacting JLP. A consultant will contact you soon.

ii. Dedicated function

If a user requires a specific function that cannot be reused by other users, PayPROFIT will develop this function at no extra charge, for example to return a random number as a password (such as when sending PP to 35010) or to update a database for SMS advertisements on a user's website by updating the cellphone number and the message (which forms the online advertisement).

You can send your request for a specific development to be done and we as a service provider will add the function ID as well as a description of the function to your PRSMS setup.



iii. Relay to webpage

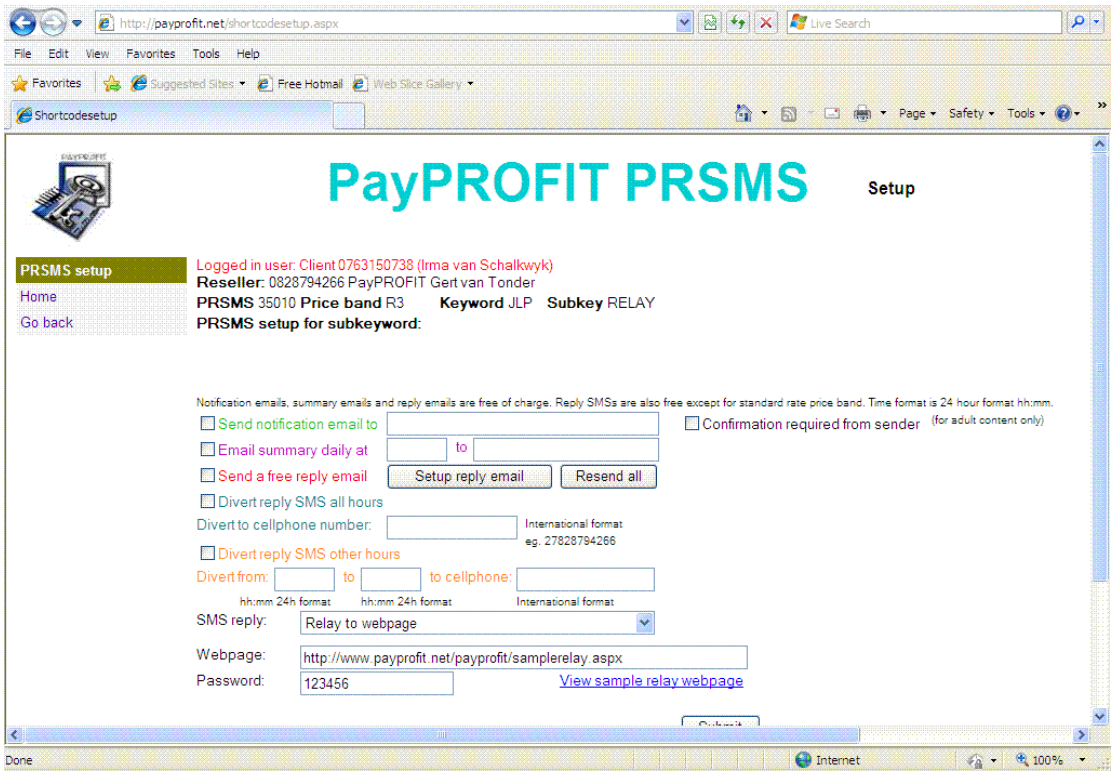
The SMS that is sent by the user is received by the cellular network and passed to our server that we then pass directly to a user's webpage so that the user can perform his own processing on his own databases and returns a reply message that we then send to the sender of the SMS. A user can then design any function himself if he does not require PayPROFIT to develop it for him. This is usually very handy when you do not want to reveal your business contacts or database contents to PayPROFIT but still need certain functionality.

You must type in the web page that we must call and also supply a password so that only our server can call your web page and not anybody else. We will then pass a number of parameters to your web page, which you can then recover and use for processing. At the end of your processing, you must send back to us the message that you wish to send as a reply message. This message must start with the characters /a and it must end with the characters /c to prevent any Internet garbage to be sent in the reply SMS.

We will send the following parameters to your webpage:

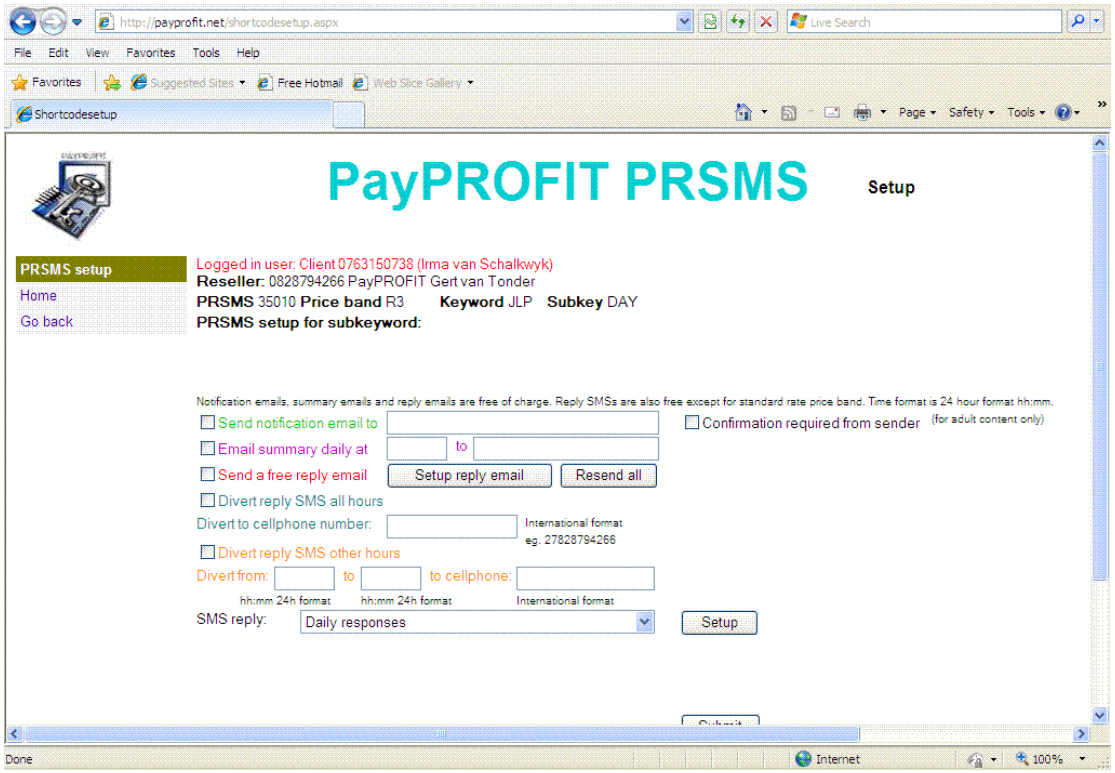
Password – the password you have set up.
PRSMS – the PRSMS number that the sender sent the message to
Sender – the cellphone number of the sender in intenational format eg. 2782..
Message – the message that the sender sent
Keyword – the keyword that was triggered as set up by you
Subkey – the subkeyword that was triggered as set up by you
Messageid – a unique message id associated with this message

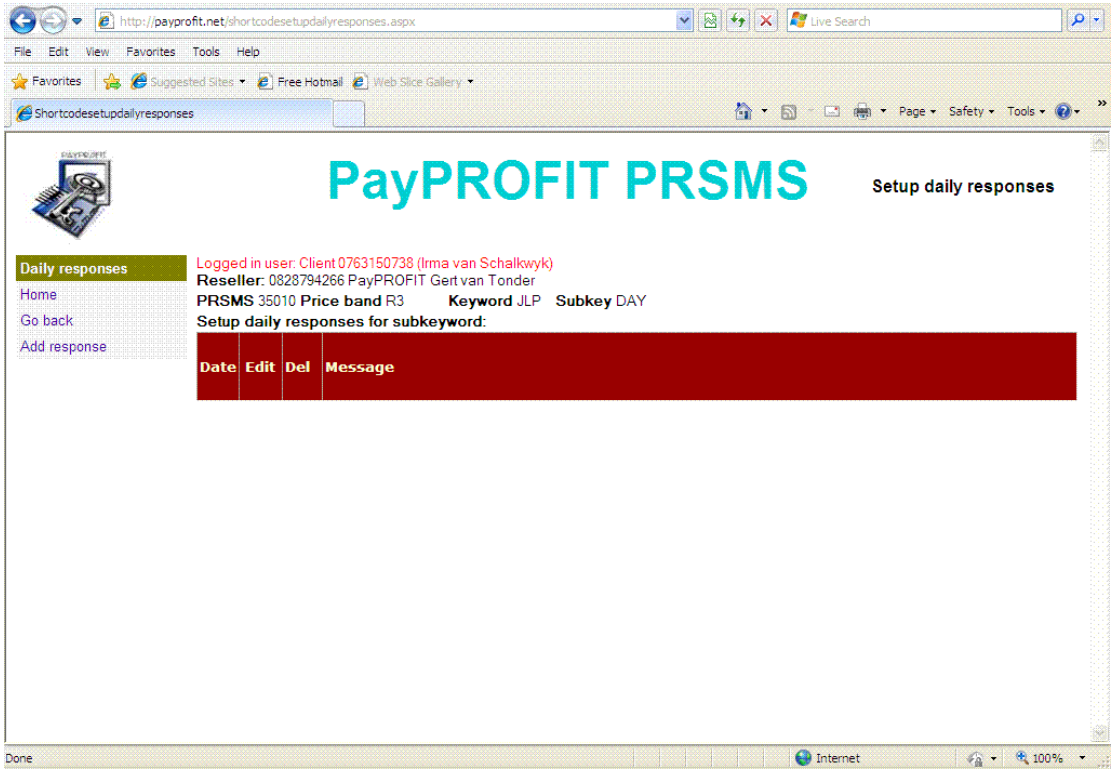
You can view a sample relay webpage that you can use to construct your own webpage to accept and process the relayed SMS.



iv. Daily responses

An SMS reply message is set up for every day and is only valid for that day. This database is used by the user to maintain all his future messages to be used as reply messages. This option can be used by users that wish to set up a PRSMS to reply with a thought of the day, a bible verse of the day or even horse racing tips that is only valid for a specific day.

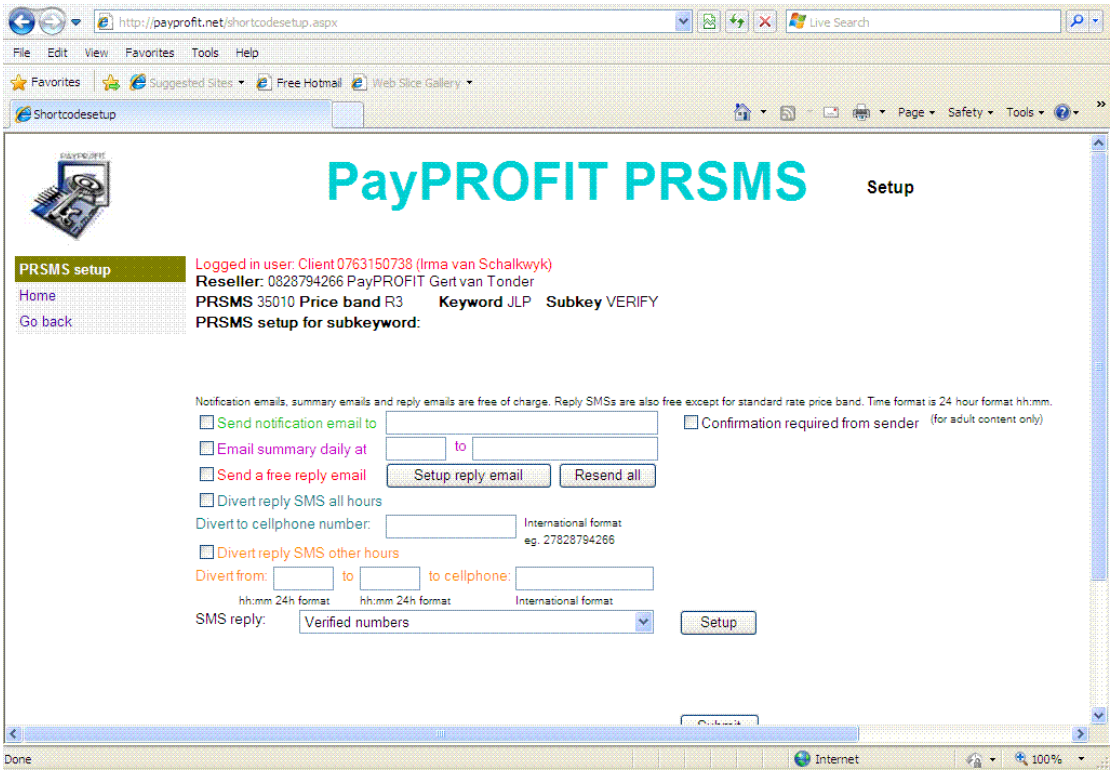




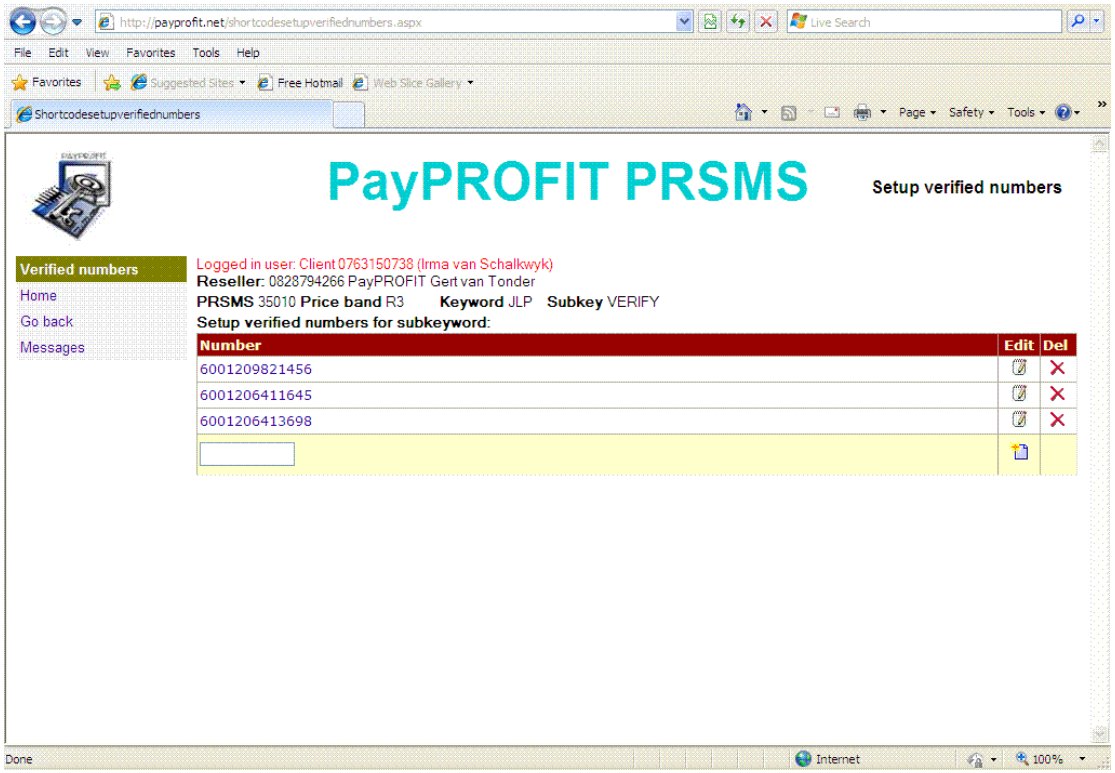
v. Verified numbers

A specified number of random numbers is generated that the user can then print on small cards, insert it into a product such as snacks and then have the buyer of the snacks SMS this number to his PRSMS number to enter a competition. The PayPROFIT server will then check whether this is a valid

number and reply then either with a success message or fail message that is set up by the user. You can also type in the barcode numbers of certain products that customers must buy and then have them send this number to your PRSMS for verification. This mechanism is used by users that want to force their customers to buy a product before it is possible to enter a competition. A prepaid airtime voucher can be optionally sent back to the sender as an initial prize before the main draw.

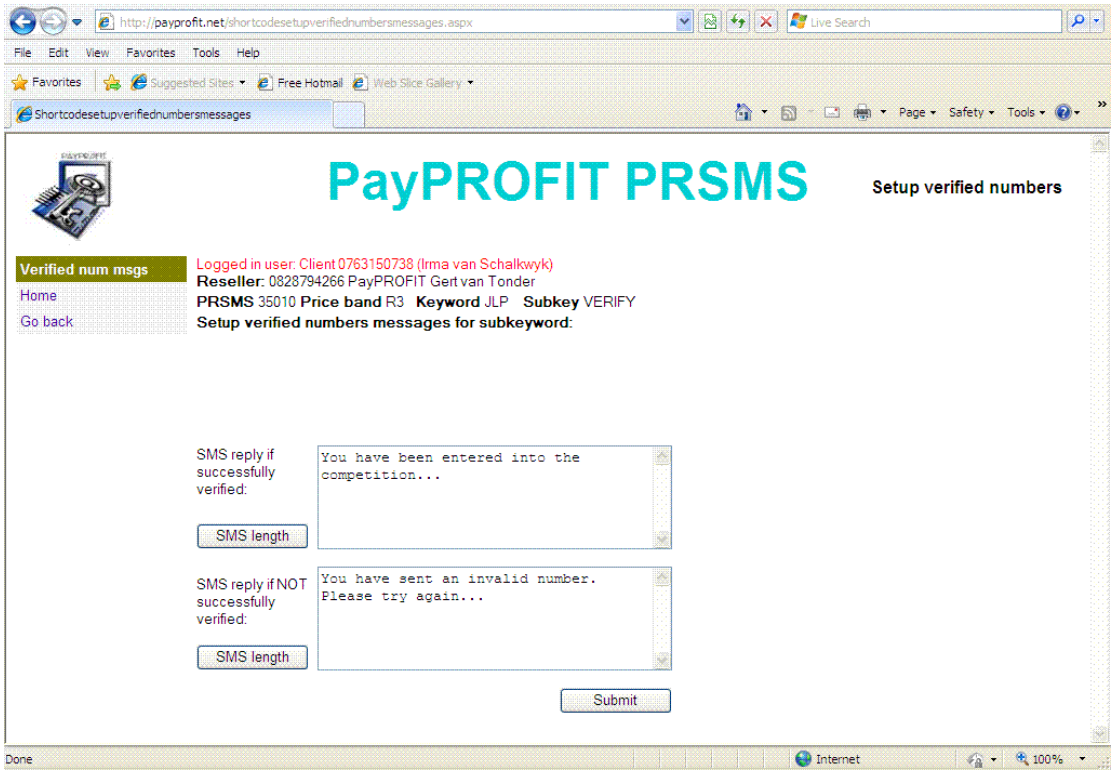


Click on the link to set up the verified numbers.



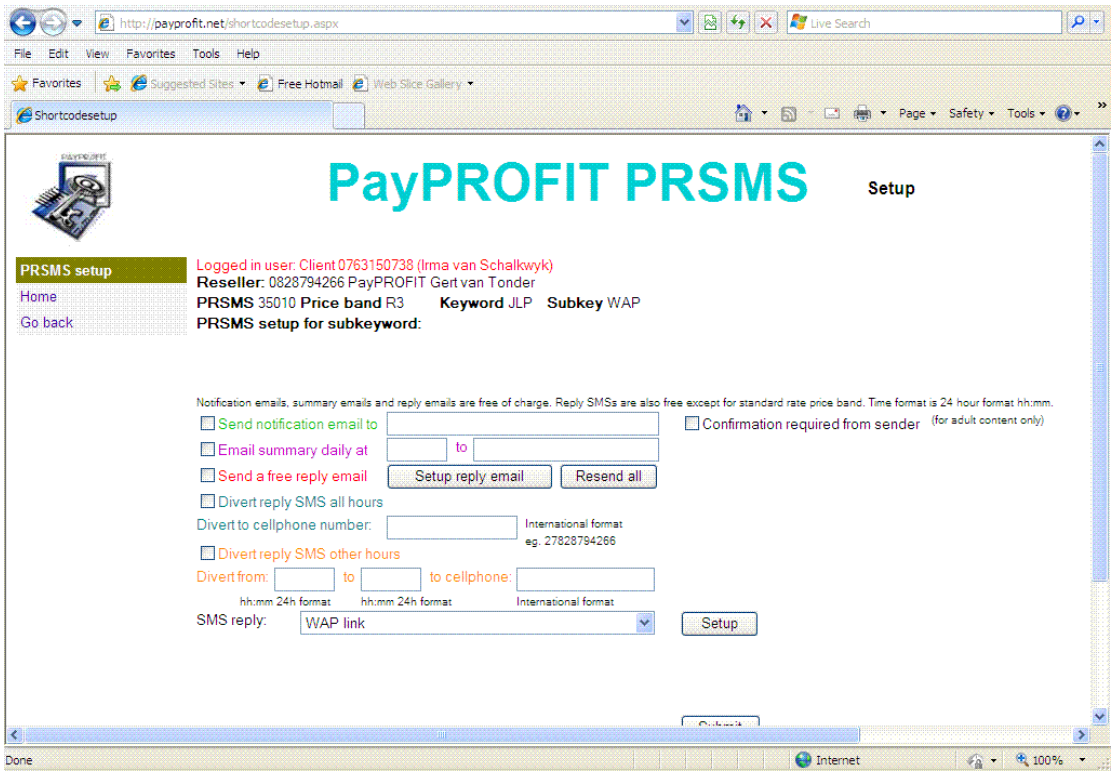
You can then add any amount of numbers.

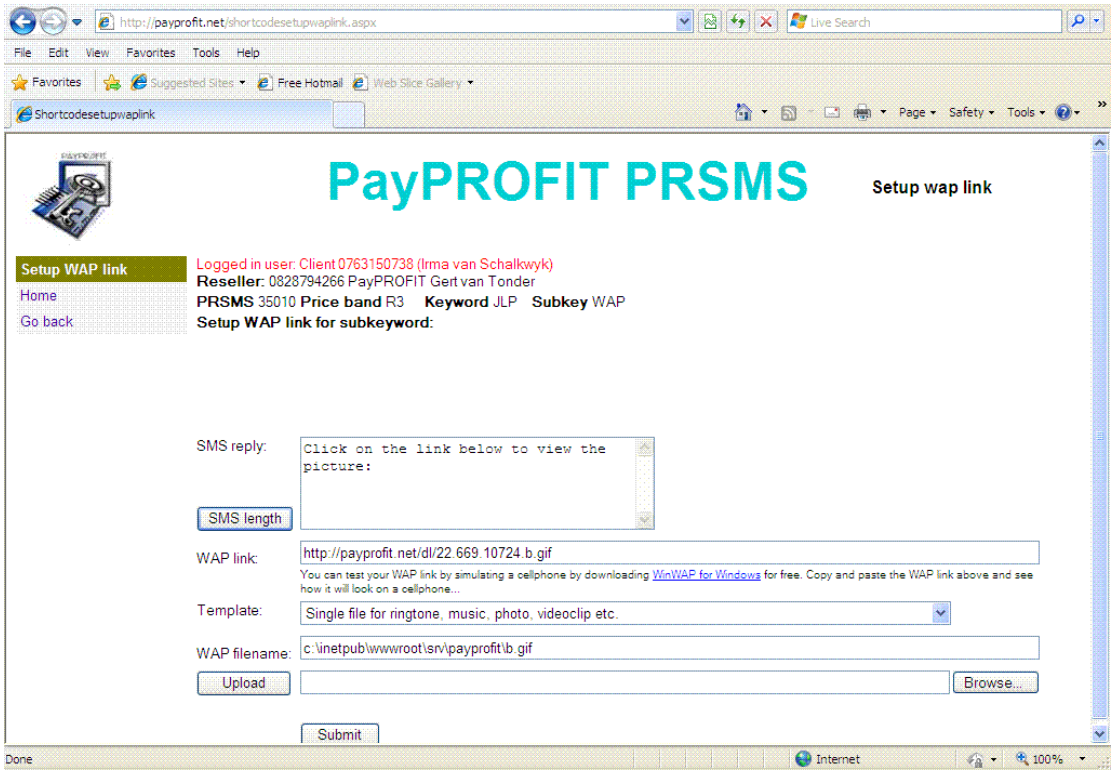
You can click on Messages in the left hand menu to set up the various reply messages. You can set up a reply message for when a valid number has been sent as well as a reply message for when an invalid number was sent.


http://payprofit.net/shortcodesetupverifiednumbersmessages.aspx
Shortcodesetupverifiednumbersmessages
PayPROFIT PRSMS
Setup verified numbers
Verified num msgs
Home
Go back
Logged in user: Client 0763150738 (Irma van Schalkwyk)
Reseller: 0828794266 PayPROFIT Gert van Tonder
PRSMS 35010 Price band R3 Keyword JLP Subkey VERIFY
Setup verified numbers messages for subkeyword:
SMS reply if successfully verified:
You have been entered into the competition...
SMS length
SMS reply if NOT successfully verified:
You have sent an invalid number. Please try again...
SMS length
Submit

vi. WAP link

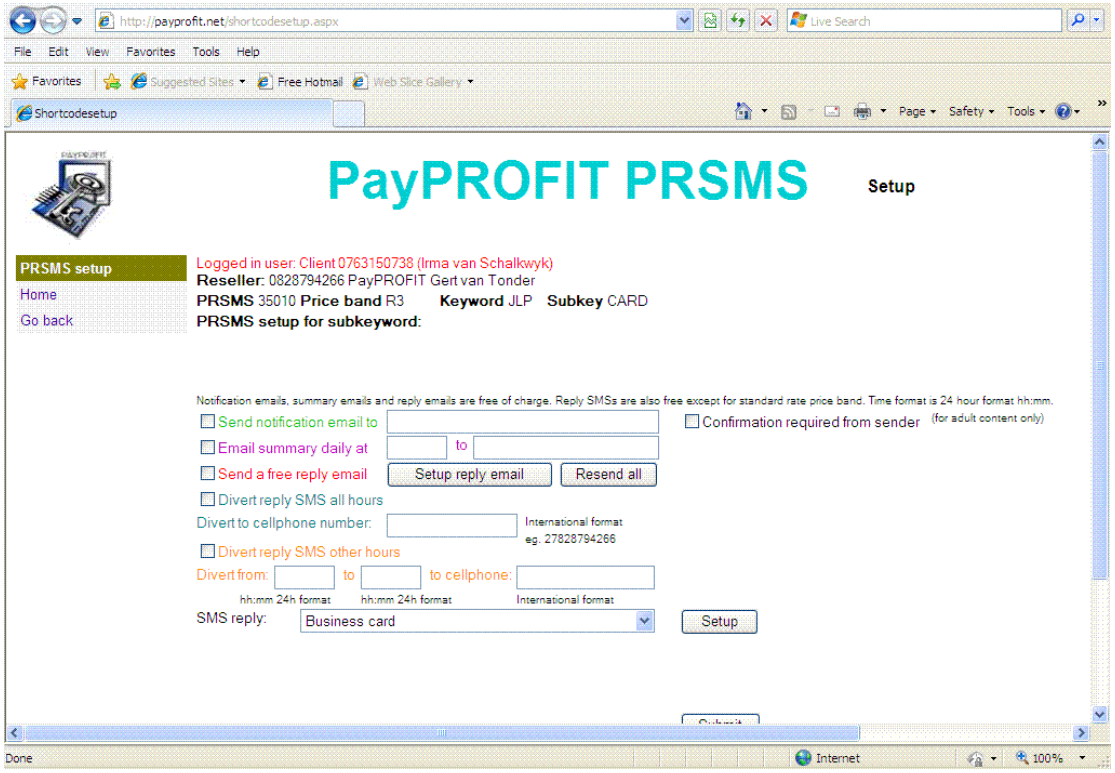
A user can use this option to have the sender pay for photographs, videos, ring tones etc. by sending a WAP link to the sender. The sender will then just click on the link in the SMS to start the download of the product. The user can specify the file by uploading it to the PayPROFIT server after browsing for it on the local hard disk and then clicking the Upload button or he can specify the location of the file on his own webserver by just typing in the WAP link. Type in a basic message in the space provided. Our server will automatically add the WAP link to your reply message. Use the SMS length button to calculate the length of the SMS. The length of the WAP link will be taken into consideration automatically in this calculation.



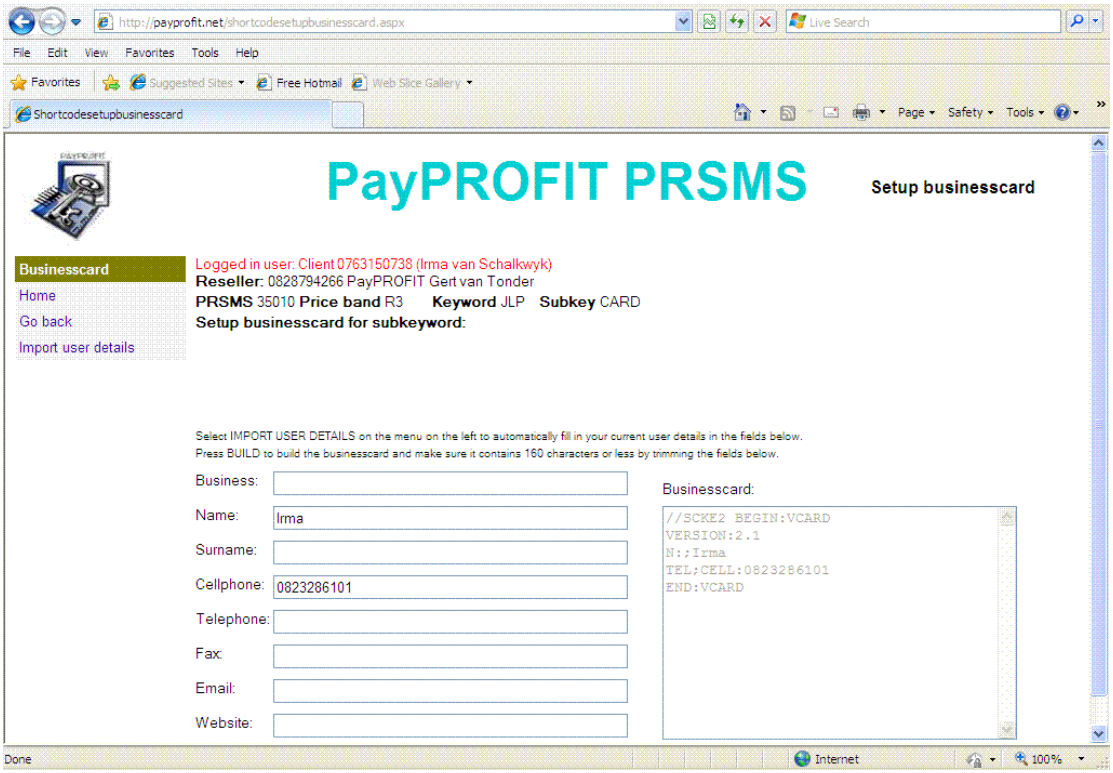

http://payprofit.net/shortcodesetupwaplink.aspx
PayPROFIT PRSMS
Setup wap link
Setup WAP link
Home
Go back
Logged in user: Client 0763150738 (Irma van Schalkwyk)
Reseller: 0828794266 PayPROFIT Gert van Tonder
PRSMS 35010 Price band R3 Keyword JLP Subkey WAP
Setup WAP link for subkeyword:
SMS reply:
Click on the link below to view the picture:
SMS length
WAP link:
http://payprofit.net/dl/22.669.10724.b.gif
You can test your WAP link by simulating a cellphone by downloading WinWAP for Windows for free. Copy and paste the WAP link above and see how it will look on a cellphone...
Template:
Single file for ringtone, music, photo, videoclip etc.
WAP filename:
c:\inetpub\wwwroot\srv\payprofit\b.gif
Upload
Browse...
Submit
Done
Internet
100%

vii. Business card

A user can have his name, company details and cellphone etc. be sent as a reply message in such a way that it arrives at the sender's cellphone as a business card that can then be saved into the sender's contact list for permanent storage.



Click on the link to set up the business card.

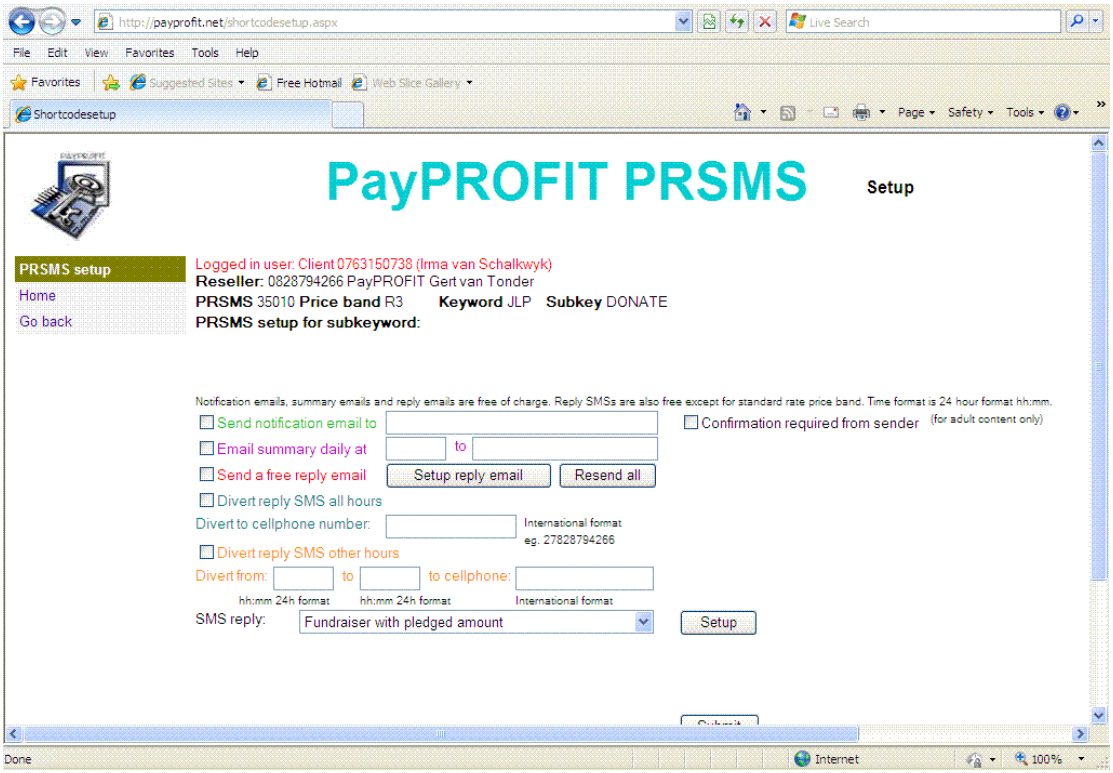


You can click on Import user details on the left hand menu to import your user details as set up by you. You can then edit this information and click on Build to build the businesscard. Make sure the length is a maximum of 160 characters. Press the Submit button to save the information.

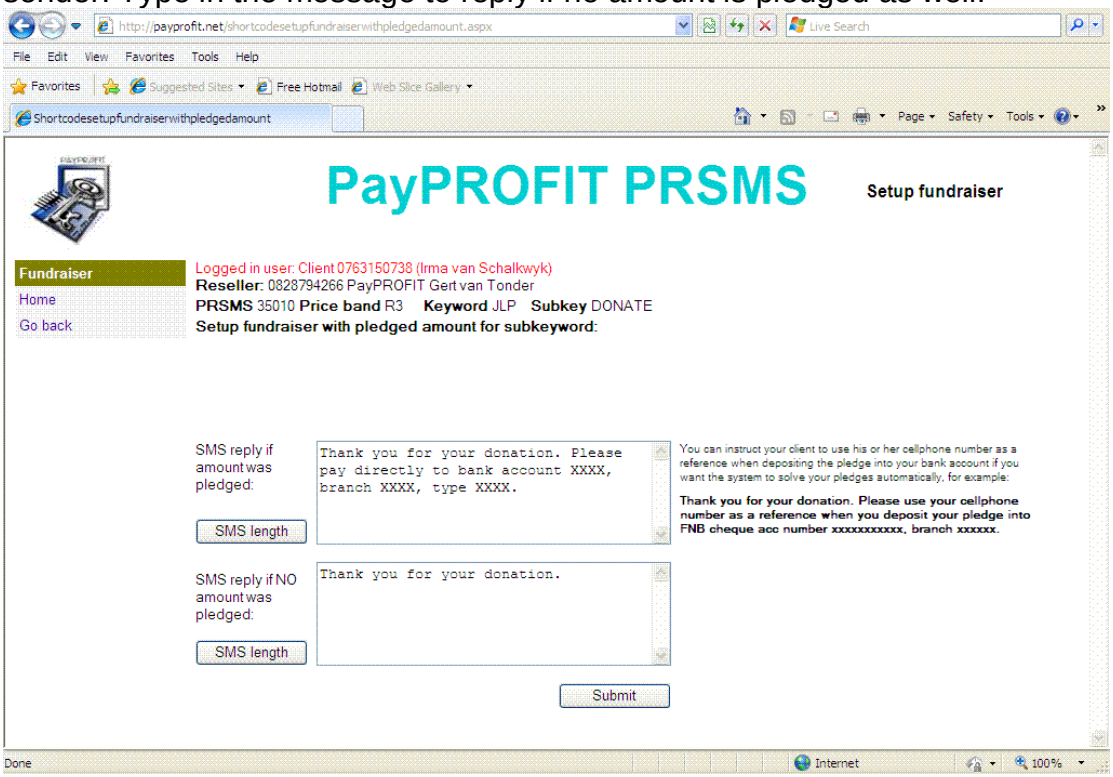
viii. Fundraiser with pledged amount

A user can raise funds for a cause by having a sender optionally send a pledge amount in the SMS. The user can set up 2 types of reply messages namely, one reply message if no pledge was received (such as a thank you message) and a reply message if a pledge was received (to send the banking details of the user to the sender so that the sender can pay the pledged amount into the bank account of the user. This application is used by schools, clubs, charities and other fundraising organizations.

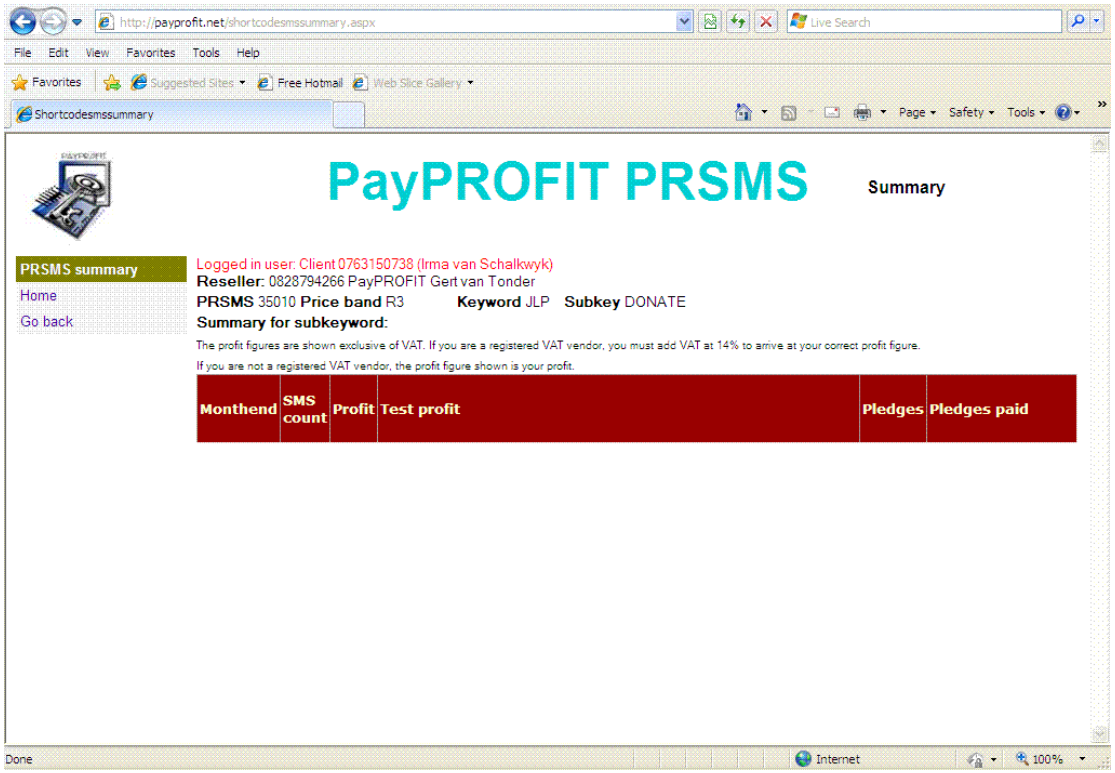
The user can follow up on all the pledges by perusing the SMS history and checking the messages for the pledged amount.



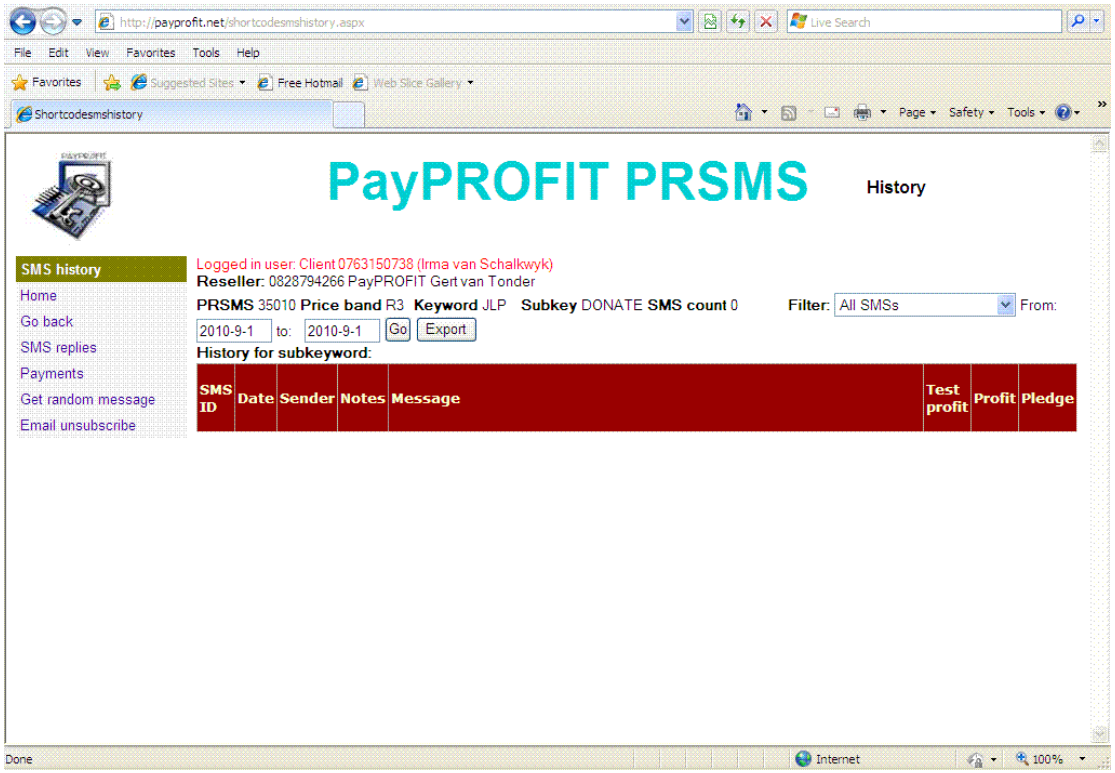
Click on Setup to set up the fundraiser and type in the message to reply if you receive a pledge amount in the SMS. You will typically reply with a thank you and your banking details of where the pledge amount must be paid in by the sender. Type in the message to reply if no amount is pledged as well.


http://payprofit.net/shortcodesetupfundraiserwithpledgedamount.aspx
File Edit View Favorites Tools Help
Shortcodesetupfundraiserwithpledgedamount
PayPROFIT PRSMS
Setup fundraiser
Fundraiser
Home
Go back
Logged in user: Client 0763150738 (Irma van Schalkwyk)
Reseller: 0828794266 PayPROFIT Gert van Tonder
PRSMS 35010 Price band R3 Keyword JLP Subkey DONATE
Setup fundraiser with pledged amount for subkeyword:
SMS reply if amount was pledged:
Thank you for your donation. Please pay directly to bank account XXXX, branch XXXX, type XXXX.
You can instruct your client to use his or her cellphone number as a reference when depositing the pledge into your bank account if you want the system to solve your pledges automatically, for example:
Thank you for your donation. Please use your cellphone number as a reference when you deposit your pledge into FNB cheque acc number xxxxxxxxxx, branch xxxxx.
SMS length
SMS reply if NO amount was pledged:
Thank you for your donation.
SMS length
Submit
Done
Internet
100%

Click on the Summary of the subkey to view the summary. All financial figures are summed up per month end and you can view the SMS count, the profit amount which is your profit on all the SMSs as well as the pledge total.


http://payprofit.net/shortcodesmssummary.aspx
Shortcodesmssummary
PayPROFIT PRSMS
Summary
PRSMS summary
Home
Go back
Logged in user: Client 0763150738 (Irma van Schalkwyk)
Reseller: 0828794266 PayPROFIT Gert van Tonder
PRSMS 35010 Price band R3 Keyword JLP Subkey DONATE
Summary for subkeyword:
The profit figures are shown exclusive of VAT. If you are a registered VAT vendor, you must add VAT at 14% to arrive at your correct profit figure.
If you are not a registered VAT vendor, the profit figure shown is your profit.
Monthend
SMS count
Profit
Test profit
Pledges
Pledges paid

You can view the SMS history by clicking on the History button of the subkey.

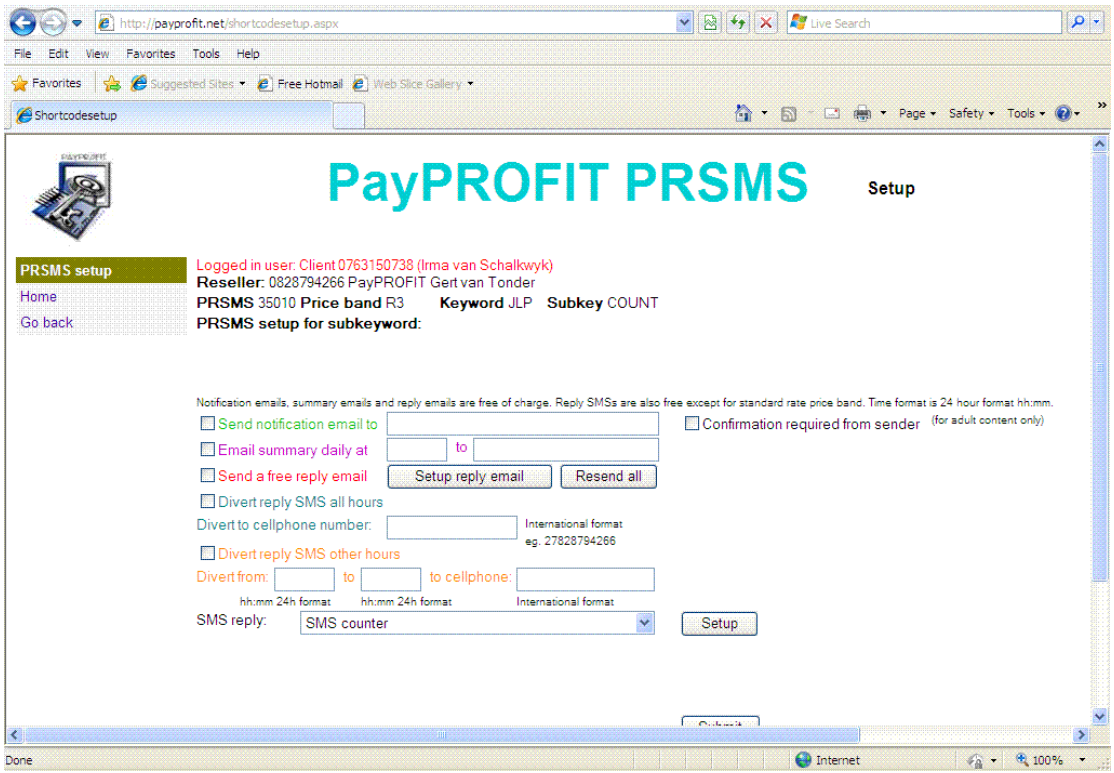


Here you can see all the SMSs as they came in and you have a button next to every SMS to add notes. This will help in your administration when following up every pledge that was made to you.

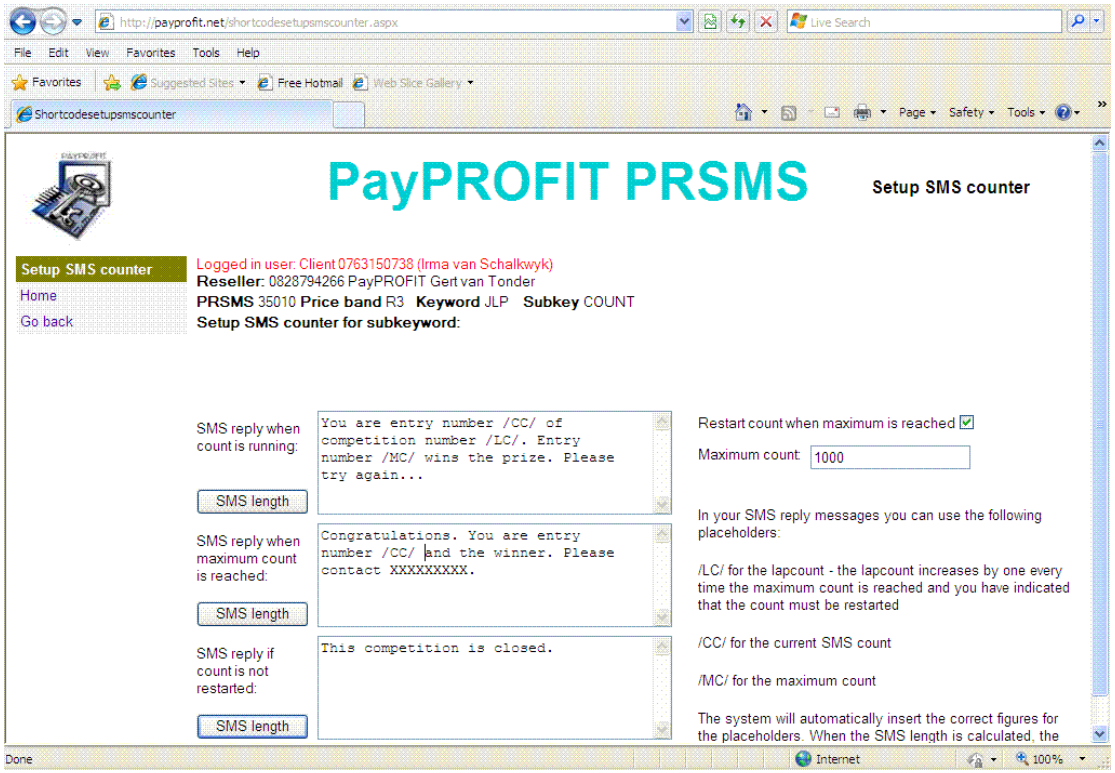
ix. SMS counter

The user can set up a message that includes the count of the current SMS received for a specific campaign. The user can also set up the maximum number of SMS's that can be received before the count resets to zero. The user can also select whether the campaign is repeatable or only running once.

This function can be used for a competition where the nth number of SMS's received is the winning SMS. This has the effect that clients must send another SMS to determine his position in the queue. The closer the count gets to the maximum count causes a drastic increase in traffic. This mechanism generates a lot more traffic than is usually the case.



You can click on the link Set up SMS counter to do the setup of this function.


http://payprofit.net/shortcodesetupsmscounter.aspx
File Edit View Favorites Tools Help
Favorites
Shortcodesetupsmscounter
PayPROFIT PRSMS
Setup SMS counter
Setup SMS counter
Home
Go back
Logged in user: Client 0763150738 (Irma van Schalkwyk)
Reseller: 0828794266 PayPROFIT Gert van Tonder
PRSMS 35010 Price band R3 Keyword JLP Subkey COUNT
Setup SMS counter for subkeyword:
SMS reply when count is running:
You are entry number /CC/ of competition number /LC/. Entry number /MC/ wins the prize. Please try again...
SMS length
SMS reply when maximum count is reached:
Congratulations. You are entry number /CC/ and the winner. Please contact XXXXXXXXX.
SMS length
SMS reply if count is not restarted:
This competition is closed.
SMS length
Restart count when maximum is reached
Maximum count: 1000
In your SMS reply messages you can use the following placeholders:
/LC/ for the lapcount - the lapcount increases by one every time the maximum count is reached and you have indicated that the count must be restarted
/CC/ for the current SMS count
/MC/ for the maximum count
The system will automatically insert the correct figures for the placeholders. When the SMS length is calculated, the
Done
Internet
100%